

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXVII.

NEW YORK, JUNE 2, 1909.

No. 9.



## Reducing the Average



Psychology establishes an average of twenty repetitions as necessary for an idea to reach the human mind.

But—if the idea you wish to convey is associated with other ideas of absorbing interest, the number of repetitions necessary may be greatly reduced.

In Butterick Magazines, your Advertising is associated with pictures, descriptions and other literature of most absorbing interest to women.

And—as merchants know that women buy patterns, dress materials and Advertised Goods, in their stores *as the result* of reading Butterick Magazines, such merchants also are influenced to handle your goods because of the Butterick Magazine Advertising of yours which they know is at work in the minds of the women shoppers.

At the present time over 17,000 merchants are influenced directly by Advertising in Butterick Magazines.

*W. H. Black*

Manager of Advertising  
Butterick Building  
New York City

F. H. RALSTEN, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

## Ask Our Advertisers

# What's the Answer?

—when an advertiser uses "keyed" copy exclusively—depends entirely on direct dollars and cents returns—and places renewal with a publication after a sufficient time has elapsed to check results from the prior insertions of his advertising copy.

Below is shown a list of forty representative mail-order advertisers, giving the amount of space that they used during two different periods—between January 1st and June 15th, 1908—and between September 1st, 1908, and January 15th, 1909. This table shows also the number of insertions that their various orders covered during both periods. Testimonial letters from these advertisers are not necessary—renewal orders represent money and are more substantial.

Advertiser.	Jan. 1 to June 15, '08 (5½ Mos.)		Sept. 1, '08 to Jan. 15, '09 (4½ Mos.)		Advertiser.				Lines. Ins. Lines. Ins.			
	Lines.	Ins.	Lines.	Ins.								
F. K. Babson...	2,989	6	6,794	11	R. E. Chamlers & Co. ....	246	12	120	8			
Am. Separator Co.	617	16	117	2	L.C. McLain Ortho- pedic Sanatorium	400	4	100	1			
Larkin Co. ....	424	4	923	9	Thatcher Magnetic Shield Co. ....	2,480	4	100	1			
1900 Washer Co.	374	3	634	4	Dr. E. R. Moras.	2,100	3	1,400	2			
Currier Pub. Co.	1,638	3	7,184	19	Magic Foot Draft Co. ....	1,009	13	902	10			
Vick Pub. Co. ....	538	4	114	3	Wilson Ear Drum Co. ....	604	7	1,180	10			
W. P. Harrison & Sons ....	1,780	8	711	5	D. F. C. Caldwell.	650	3	200	1			
Allen Mfg. Co. ....	1,232	14	552	4	Stolz Electrophone Co. ....	434	4	261	3			
McCreery Mfg. Co.	600	3	200	1	H. T. Schlegel...	320	5	381	6			
Marmola Co. ...	467	11	732	17	C. E. Brooks....	679	16	166	3			
Mrs. Harriet M. Richards ....	1,260	14	1,620	18	Mrs. Cora B. Miller	1,423	21	170	2			
Dorothy de La- Revere ....	319	5	190	2	Dr. Branaman....	957	17	477	13			
Dr. Lynott ....	1,125	3	605	2	To-Kalon Mfg. Co.	1,340	7	655	4			
Luxor Co. ....	358	3	31	1	Japanese Impt. Co.	283	23	277	8			
No. Amer. Eye & Ear Specialists.	1,039	8	484	4	Dr. Van Vleck....	659	9	523	8			
Mrs. M. Aderson	396	9	1,186	11	F. J. Kellogg....	1,468	2	1,384	4			
Dr. G. C. Young	494	9	290	5	Dr. Haux Spectacle Co. ....	642	16	651	14			
Kuhn Remedy Co.	2,100	8	2,572	6	Golden Specific Co.	791	10	519	8			
Mrs. M. Summers.	760	18	480	16	J. F. Stokes....	400	3	90	1			
Dr. G. C. Powell.	650	13	300	6	The Home Friend Pub. Co. ....	1,806	13	1,803	15			

—Please don't overlook that these two periods cover entirely different advertising seasons—it appears to be that fact alone that regulates the amount of copy given THE WOMAN'S NATIONAL DAILY.

—Do you think for a minute that these experienced advertisers would come back with new orders and renew time and time again if the dollars and cents returns from THE WOMAN'S NATIONAL DAILY were not satisfactory and profitable? The list we have shown covers a selection of only forty names, but is sufficient to make the point plain that

## The Woman's National Daily Pays Advertisers

—Do you want any further evidence that THE WOMAN'S NATIONAL DAILY is a profitable medium and should be included on your regular list this season?

—If you can plan nothing more, don't fail to give this publication a trial keyed advertisement. That's all we ask. The results will make you a regular customer—the same as they invariably have done in other cases.

For Further Particulars, Rates, Sample Copy, etc., Address

## THE WOMAN'S NATIONAL DAILY

Cal. J. McCarthy, Adv. Manager

University City, St. Louis, Mo

CHICAGO OFFICE:  
1700 First National Bank Building.

NEW YORK OFFICE:  
415 Flat Iron Building.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 20, 1896.

VOL. LXVII.

NEW YORK, JUNE 2, 1909.

No. 9.

## ROYAL BAKING POWDER AND THE RELIGIOUS PAPERS.

INTERESTING AND IMPORTANT RECOMMENDATION OF RELIGIOUS PRESS ADVERTISING BY ONE OF THE GREATEST ADVERTISERS IN THE WORLD.

*By Arthur K. Willyoung.*

Probably no national advertiser uses the religious publications more extensively than the Royal Baking Powder Company. For a quarter of a century this important food product concern, the largest of its particular kind in the world, has spent every year a very liberal portion of its advertising appropriation in spreading abroad the name and the fame for purity of its immense output through the medium of the so-called religious papers.

For that very reason the ideas and opinions of H. A. La Fetra, Royal's advertising director during the last twenty-five years of its almost continuous publicity campaigning, as to the value of these church and denominational publications as media and as to the tendencies of the religious press of the day, are of peculiar interest to advertisers.

It is doubtful if anyone who has given serious thought to the drift of many of the religious publications away from their old-time ways into new methods and new fields will seriously disagree with them.

"The Royal Baking Powder Company," says Mr. La Fetra, "thinks very highly of the first-class religious publications of the United States. We use from forty to fifty of them, scattered about in all parts of the country,

with more or less regularity. It is my opinion that for our purposes at least there are few, if any, better media to be had.

"Advertising in the religious papers is about as certain to benefit the advertiser as anything well could be. Church people have faith in their organs and anything that appears in those organs has great weight with them. This is so in respect to the subject matter treated in publications of this class. It is also true of what appears in the advertising pages.

"Religious publications of all kinds have undergone a very great change in recent years. Formerly—and not so very long ago, either—they concerned themselves almost exclusively with matters affecting the various churches and denominations and they paid little attention to anything outside the religious interests. Now they have so far changed that many of them have lost their religious character almost entirely.

"To-day nearly all the more important and better known of the so-called religious publications are really home journals. They are still religious papers but not in the old-time, narrow sense of devoting their space to sectarian news and topics only. They have become something better, more varied in their interest for every member of the family. They are primarily devoted to the welfare of the family and are therefore home papers of the best possible character.

"The advertising value of publications of this sort is obvious. The religious paper of to-day goes directly into the home, where it is believed, probably more implicitly than any other printed thing. It is kept in the home and it is

there thoroughly read, generally by each member of the household.

"It is my firm belief that the church or religious publications of the highest class are especially of value to the advertiser of foods. The readers of these weeklies and monthlies are invariably prosperous and of a class that is particularly careful to buy only the best foodstuffs. Consequently, foods of real merit can be advertised in them to the greatest advantage of the manufacturer."

Not only have the so-called religious papers of the United States undergone revolutionary changes in the matter of make-up and in the general character of their reading matter, according to Mr. La Fetra, but their advertising policies have also radically changed for the better in recent years. Up to comparatively a few years ago many of these publications, particularly the smaller and lesser known ones, he asserts, were filled with questionable medical and misleading financial ads of every description.

"The best class of the church organs never seriously offended in this regard," says Mr. La Fetra. "They have always been careful to keep their advertising pages clean and above suspicion. Nowadays, owing to the long-continued agitation and the campaign against advertising matter of doubtful character, the religious publications of smaller circulation have also greatly improved over their status of a number of years ago and the vast majority of them exclude advertisements of the questionable class entirely. One result of this is that a good many national advertisers of high repute go into them who could not be induced to do so if the old conditions still existed."

A list of the church weeklies and monthlies most used by the Royal Baking Powder Company in carrying its advertising would include practically every religious publication of substantial circulation and wide influence in the country.

"Among the papers of this kind that the Royal thinks most of,"

declares its advertising manager, "I would give a high rank to such publications as the *Christian Herald*, the *Observer*, and the *Examiner*, of New York; the *Interior*, published by the Presbyterian Church at Chicago; the *Congregationalist*, of Boston, and the three leading *Christian Advocates* of the Methodist Church, the *New York Christian Advocate*, the *Central Christian Advocate*, of Cincinnati, and the *Northwestern Christian Advocate*, of Chicago.

"The *Churchman*, of New York, the leading organ of the Protestant Episcopal Church in the United States; the *Herald and Presbyterian*, of Cincinnati, and the *Presbyterian*, of Philadelphia, are other denominational journals whose advertising pages I consider of great value to Royal Baking Powder publicity. The *Outlook*, of course, I regard as of high value and we use it continually. It is, however, now pretty well out of the religious journal class, if not entirely. The *Christian Herald* is very nearly in the same class. Both are virtually home magazines of the best type.

"The *American Hebrew* is a publication of very high class and there is no better medium that I know of for reaching the best elements among the Jewish population of New York. It has a large circulation and a wide influence in its field. The *Christian Standard*, the official organ of the Disciples' Church in Ohio, stands extremely high among the religious journals in that section of the country and deserves special mention for its advertising value, in my opinion.

"The *Irish World*, I suppose, leads the Catholic religious papers in America in the matter of circulation. It is a valuable medium. The *Catholic Universe*, published in Cleveland, is also very good. So is the *Catholic Standard and Times*, of Philadelphia.

"These are only a few—and they are mentioned rather as types—of the religious papers used by the Royal Baking Powder



# Beware the Canvasback and Caviar

DOES PERSONAL INFLUENCE AFFECT OUR SPACE-BUYING JUDGMENT? ARE WE EVER INFLUENCED BY THE SHADED LIGHTS, THE MUSIC AND THE GOOD THINGS TO EAT TO BUY SPACE IN CERTAIN PUBLICATIONS WHEN OTHERS WOULD BE BETTER?

Before the Glamour of the Glib-Tongued Advertising Solicitor has numbed your Powers of Discriminative Space Buying—

Before the Salted Almonds, the Caviar or the Canvasback has soothed you into a Rajah's disregard of the buying power of *Pelf*—

Before you buy space for Good Fellowship, or Hot Air—

Think of your Purpose in advertising—think *hard* of what you desire to accomplish by means of it.

Think that for your Proposition you must buy the greatest number of the Likeliest Purchasers at the Least Cost.

It's results that count in an advertising campaign.

The Publication that cannot give good Results for a certain Proposition, when other Publications do, and when good advertising copy is used, does *not* reach the greatest Percentage of the Likeliest Purchasers of that Proposition—

And a Publication that may isolate satisfactorily on a single Proposition and fall down on a host of others is, at least, a Suspicious Buy for you and your Proposition.

Take the Publication that makes good on a wide Range of Propositions—there is the space for you to buy with absolute confidence.

For that's the Publication that reaches the Greatest Percentage of the Likeliest Purchasers.

Now, *The American Boy* has made good and is making good on a wide range of Propositions.

That's evidenced by the fact that the following Advertisers have been buying space in *The American Boy* for some time and most of them for years:

National Biscuit Co.  
Eastman Kodak Co.  
Gerhard Mennen Co.  
New England Confectionery Co.  
Menzie's Shoe Co.  
Winchester Repeating Arms Co.

Chalmers Knitting Co.  
Goodyear Tire & Rubber Co.  
Stevens Arms & Tool Co.  
Larkin Co.  
International Correspondence Schools  
Victor Talking Machine Co.  
Iver Johnson's Arms & Cycle Works  
American School of Correspondence  
A. J. Reach Co.  
Elgin Watch Co.  
Jos. Dixon Crucible Co.  
Spencerian Pen Co.  
A. G. Spalding & Bros.  
Robt. H. Ingersoll & Bro.  
Michigan Steel Boat Co.  
Buckeye Stereopticon Co.  
Union Metallic Cartridge Co.  
Dupont Powder Co.  
Sears Roebuck & Co.  
Rochester Optical Co.  
Mead Cycle Co.  
Horton Mfg. Co.  
Three-in-One Oil Co.  
Houghton, Mifflin Co.  
Lothrop, Lee & Shepard Co.  
Bureau of Navigation  
Daisy Mfg. Co.  
Chiclets  
Harrington & Richardson Arms Co.  
Wick Narrow Fabric Co.  
Hopkins & Allen Arms Co.  
Savage Arms Co.  
Ralston Purina Mills  
Samuel Winslow Skate Mfg. Co.  
Standard Oil Company  
Studebaker Bros. Mfg. Co.  
Marlin Firearms Co.  
Barney & Berry  
S. L. Allen & Co.  
Many Resident Schools for Boys and Young Men  
All progressive Incubator Advertisers  
All wide-awake Seed Advertisers.

About 200 different advertisers are represented in each issue.

*Yours* may duplicate, or be similar in Purpose to some one of these Propositions.

If it is, you'll make no mistake to advertise it in *The American Boy*—

For *The American Boy* has the clientele—160,000 Boys and Young Men—the live wires—the dynamos of the Family.

*The American Boy* reaches 160,000 families; remember, "where there's a boy there's a family." It's read by at least 800,000 people, and if your proposition may not be designed for the Boy—and it's a funny one that can't be exploited to 160,000 Plastic and Retentive "live wires" with profit—it should fit in with the other 640,000 readers to your very great advantage.

Write us for rates and further information. We send it to you by itself—we don't hang a solicitor around your neck, but let you by yourself judge the merits of our proposition.

**THE  
SPRAGUE PUBLISHING CO.**  
J. COTNER, Jr., Sec. and Treas.  
DETROIT, MICH.

Company in giving wide publicity to its product. They will serve to convey an idea of the sort of church and denominational publications which we regard as the best suited to our purpose. There are many other excellent publications of the so-called religious class which we use plentifully and which we believe it highly profitable for us to use, but the journals named are probably as much favored by the leading national advertisers as any of the church papers."

The gradual transformation of the church papers from their purely religious character of a few years ago to that of magazines with strong secular leanings, in Mr. La Fetra's opinion, has been brought about by a variety of causes. One has been the invasion of the chosen field of the religious publication by the secular papers themselves, many of the great newspapers of the larger cities having more and more as time has gone on devoted large space to church and religious affairs. For this reason they have taken the place in many families formerly occupied exclusively by the religious journal.

This development, not unnaturally, has had the effect of leading the religious papers to turn about and in their own way to invade the field of the newspaper by paying constantly increasing attention to purely secular matters. This has gone on until, as Mr. La Fetra points out, the *Outlook* and the *Christian Herald*, for example, are fairly abreast of the magazines devoted to the printing of matter of general interest.

The general attitude of the American public with regard to church matters also has had a great deal to do with working big changes in the religious papers, Mr. La Fetra believes. "Formerly most persons gave expression to their religious feelings, or at least affected to do so, by going to church on Sunday and relieving their consciences when the collection plate came around.

"There is more real goodness shown by people nowadays, I think, than there was under the

old habit. There is not so much cant. There is more real, practical Christianity. There is more charity. People are better, although there may not be so much so-called 'religion.' There is a greater disposition than ever before to encourage everything that is good and that benefits humanity. This, of course, aids all channels and among these are the religious journals."

"What about the advertising value of the religious papers as a class? Has it increased?"

"That is another story." While their improvement in character, their greater circulations and wider influence, of course, have bettered their stand with national advertisers, nevertheless I consider that space in any publication is not, inch by inch, as valuable for advertising purposes as it was once. This applies to religious publications no more than to those of other classes. All are in the same category.

"The newspapers and magazines of the day are so filled with advertising of every sort and description that practically it requires four or five times the space to get the prominence for the individual ad that it once did. Furthermore, so many advertisements of inferior or 'snide' articles are constantly being printed that people are, in a measure, getting callous to advertising statements. Consequently, advertisements do not have the same pulling power, in proportion to the amount of space used, that they once did.

"We do not attempt to key our ads and we have no tangible way of getting at the results of any of our publicity, either in the church papers or elsewhere. We simply advertise all over the world. The results are good."

#### ADVERTISING TENNIS TOURNAMENT, JUNE 23.

The Tennis Tournament Committee, M. L. Wilson, F. D. Sniffen, W. H. Field, W. J. Ryan, R. D. Little and M. H. Ormsbee, have arranged for an interesting event on June 23rd at the grounds of the West Side Tennis Club, Broadway and 238th street, New York. Raymond D. Little will be referee, and prizes will be awarded.



## LUCAS PAINT MARKETED MAINLY BY STREET CARS.

COLOR DEEMED TO BE A GREAT ADVANTAGE OF CARS FOR PAINT ADVERTISING—UNIQUE PLAN OF DISTRIBUTION—FREQUENT CHANGE OF COPY—12,000 CARS USED, AND POSTERS.

*By Paul Lewis.*

John Lucas and Company, paint manufacturers, of Philadelphia, are newcomers, comparatively, in advertising. Their first experience began three years ago with an initial expenditure of \$50 for card space in the street cars of a small town in Ohio. This proved to be a profitable investment and whetted the firm's appetite for more. To-day they are using 12,000 cars in all sections of the country and do considerable newspaper and billboard advertising in addition. Their publicity outlay for the current year will run far above \$100,000.

This firm is now carrying out a new idea in car cards which is very interesting. A series of cards has been prepared, each bearing the picture of a house painted in three or four harmonious colors and labeled "Lucas Fashion Plate No. 1," etc. Along the top of the card are pasted small labels of the different paints used, each showing the actual color in the actual paint with its name and number. Below is a brief talk on fashions in house painting and the quality of Lucas paints.

There are twelve of these cards, each showing a different combination of colors. The houses are printed in colored inks but the labels are cut from actual painted sheets, showing the colors more accurately than can be done with inks.

After studying these cards between home and "downtown," the man with a house or stable or chicken coop to paint can figure out just the color or colors he wants and ask for them by name or number at his hardware dealer's. The dealer is supplied with

numbered fashion plates to correspond with the car series so he will know what colors are being advertised and can stock accordingly.

According to W. C. McMullin, Sales Manager of the Lucas company, this ability to show colors accurately is the chief advantage which car card advertising possesses over magazine and newspaper work.

"Colors have a fascination beyond any amount of word-painting," said Mr. McMullin. "If a man is thinking about having his house or other building painted he is more interested in colors than anything else. In the car



### FASHIONABLE HOUSE PAINTING



This shows one harmonious—serviceable combination. Before you paint your home get our booklet showing six other fashionable combinations. Mailed anywhere free.

**Lucas Tinted Gloss Paint.**  
**John Lucas & Co.,** Philadelphia, New York, Chicago, Boston, Dallas.

cards we can combine this feature with quality talk and reason with him while his attention is drawn by the colors.

"The advantage in getting a man interested in certain colors and having him ask for them by number can be readily seen. We have no difficulty in doing this with the new cards. If he has de-

Give your home a new spring dress.

This modern booklet describes the latest fashions in "House Clothing." Yours for the asking.



**Lucas Tinted Gloss Paint.**  
**John Lucas & Co.,** Philadelphia, New York, Chicago, Boston, Dallas.

termined upon colors, he is also more likely to pay without question the price which we must ask and get!"

Regarding the scope of his firm's advertising and the manner in which new territory is opened up, Mr. McMullin said: "At the present time, we are covering pretty thoroughly with cars all of New England, the South, Middle West and Pacific Coast, using in all about 12,000 cars. We invariably change the cards every week

and we try to get something on each card to lead the reader to watch for the next.

"In some sections, where, there are few cars, we find it feasible to use newspapers, and in other cases billboards. On the boards we do not use paint work but waterproof 8-sheet posters, which can be changed frequently. In many towns the dealer whose name appears on our car cards supplements this work with newspaper advertising at his own expense. Naturally we encourage this habit all we can and assist him in all possible ways.

"We believe in advertising twelve months in the year and we advertise in every town where we have representation and where the population is large enough to warrant the expenditure.

"In developing new territory, our salesmen are authorized to promise an advertising appropriation for the given section amounting to as much as 10 per cent of the dealer's first orders. Thus we know that when our advertising bills expand, the business has also expanded in proper proportion.

"This plan has been successful because our advertising has been successful. When we can walk into a man's store in Memphis and show him just what we have done for our agent in Nashville, the chances are very much in favor of our nailing him. We do very little business through jobbers. Our plan is to get the largest dealer in a city and have him act as distributor to the smaller dealers in his territory, carrying a sufficiently large stock so that he can fill in for the smaller man as occasion requires.

"We put this man's name on our car cards and other advertising so that he reaps large benefit direct."

It is interesting to note that this firm, coincident with its growth as an advertiser, has been compelled recently to build a large and well-equipped factory in Chicago to relieve the rapidly growing pressure on its main plant at Gibbstown, N. J., near Philadelphia.

# Extension

The best Catholic monthly magazine published.

The only Catholic monthly which is owned by and whose profits belong to the work of the

## CHURCH

Reaches 80,000 of the best Catholic

## HOMES

Reaches all the United States Catholic

## INSTITUTIONS

The readers of **Extension** are capable and willing to patronize any advertiser who advertises what is wanted.

Rate, 50c. Per Agate Line

## EXTENSION MAGAZINE

HOME OFFICE  
120-130 Sherman St.  
Chicago, Ill.

NEW YORK OFFICE  
1 Madison Ave.  
New York.

JAMES K. BOYD, Adv. Mgr.

## HAMPTON'S ABSORBS APPLETON'S.

With the June issue, *Appleton's Magazine* suspended and its subscription list has been absorbed by *Hampton's Magazine*.

*Appleton's* was originally the *Booklover's Magazine*, published by Seymour Eaton, and was changed to *Appleton's* on its purchase by D. Appleton & Co. It has printed a number of the most popular serials, including several by Robert Chambers, and has had a considerable number of readers.

## PORTRAIT ADVERTISING DAMAGES.

A curious libel suit has just reached a final decision of the Supreme Court of the United States. It was that of a woman temperance advocate in Iowa whose portrait was published, though with another name, in an advertisement of a Western brand of whiskey, in which she was represented as strongly commending the liquor. The suit was against a Chicago paper in which the advertisement appeared and the Illinois courts decided against the plaintiff, but she has carried the case to the highest appeal and Justice Holmes decided that as her acquaintances might have recognized the portrait, despite the alias, and tendency of the advertisement would thus be to "seriously hurt her standing with a considerable and respectable class in the community," she is entitled to damages.

## CONFIDENT OF SUCCESS OF ENGLISH PRINTERS' INK.

THE NEW YORK TIMES.

NEW YORK, May 28, 1909.

Editor of PRINTERS' INK:

Acknowledging your courteous note of the 27th inst., I am very glad that you are undertaking an English edition of PRINTERS' INK, and I am confident it will be entirely successful.

I share your knowledge of the fact that PRINTERS' INK is well known among English advertisers, and it is as highly appreciated abroad as it is in this country. Its acceptability as a journal of advertising has highly increased under your able management, and I congratulate you upon the progress that has been made.

LOUIS WILEY.

Richard W. Boren, who for a year and a half has been the expert ad-compositor and trade-paper man on the instruction staff of the International Correspondence School of Advertising, at Scranton, has been engaged by the General Electric Company for special advertising work. It is understood that the General Electric Company will undertake some advertising on behalf of such specialties as electric irons, cigar lighters, etc.

## BIG ELECTRIC SIGNS.

THE LARGEST ELECTRIC SIGN IN THE WORLD BEING BUILT — REVENUE FROM SIGN MADE BUILDING OWNERS HESITATE TO TEAR DOWN.

What it is believed will be the largest electric sign in the world to be built for general advertising purposes will soon be completed on the roof of the Hotel Normandie, at Broadway and Thirty-eighth street, New York City. It will be 40 feet high and 92 feet wide and it will show for a greater distance in New York's gorgeous nightly illumination than any other electric "medium" along the "Great White Way."

The new sign, which will be put up by the O. J. Gude Company, will carry the advertisement of one of the big national advertisers. It is expected it will show novel electrical effects that will be a distinct advance over anything now in evidence on Broadway. Several important concerns are negotiating for the space and the one which contracts for it will have to pay \$1,500 a month for the privilege of using it. Up to this time the highest rental paid for an electric advertising sign in New York has been \$1,200, this being the cost to the lessee of the large sign at Broadway, Seventh avenue and Forty-seventh street.

The record for size along Broadway, however, has been held until now by the electric sign on the Hotel Metropole, at Forty-second street. This is a particularly attractive sign which for months has flashed out upon the night air the merits of the Heatherbloom petticoat. It is 40 feet high by 65 feet wide. This sign is now about to come down, as the Metropole has just been sold to make way for a seven-story office building, which will have an electrical display of its own on its tower.

An interesting fact in connection with the fate of the Metropole and one significant also of the stage of financial importance which outdoor advertising has reached is that the owners of the hotel hesitated for some time before deciding to sell, for the reason that they were in doubt whether it would not be to their greater advantage to allow the structure to stand and continue to receive the revenues which would have come from advertising signs on the building.

In order to make room for the new sign on the Normandie the large "Gold Seal Champagne" sign, which stands on a lower building two doors south of the hotel, will have to come down. This latter has been for some time one of the most prominent on Broadway and looms up plainly as far south as Twenty-sixth street, more than a half-mile away. It is formed of 1,700 separate lights and eight different colors appear in it. The new sign will have a still greater number of lights and its color scheme will be even more elaborate.

Because of his decision to live in California, James W. Grubb has disposed of his interests in the *Republican-Register*, Galesburg, Ill., to his associates, George A. Perry and Omer N. Custer.

# Senator Dolliver

The Honorable United States senator from Iowa, Jonathan P. Dolliver, recently said to an eastern audience: "It is indeed true that I owe much to the fine ideals, practical advice and helpful instruction derived in my earlier days from American Agriculturist. And in these later days its development has gone on until it is now a mighty power for progress throughout the length and breadth of the whole United States."

What Senator Dolliver has said about this paper other great minds have said regarding the other two members of

## The ORANGE JUDD TRIO

Orange Judd Farmer, American Agriculturist and New England Homestead are mighty factors in the up-lift of the American farmer. Every phase of farm and family life is carefully taken up and treated, and in a practical way, too, so that practical people may understand. Practice instead of theory is the idea of the Orange Judd Trio.

Over a quarter of a million, and of the right kind of farmers, read these papers every week. The editorial policy of the Orange Judd Trio has so endeared itself to the farmers of this country that they have implicit confidence in these papers from cover to cover.

Interesting facts that will cost you nothing regarding the success of many advertisers in these papers are yours for the asking.

### ORANGE JUDD COMPANY

Western Office:  
1448 Marquette Building  
Chicago, Ill.

Headquarters:  
439-441 Lafayette Street  
New York

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.





judge from the fact that we printed 10,000 booklets and have less than 1,000 left," says Mr. Lockwood. "The ads pulled inquiries, the subway cards and posters as well as the newspaper ads. We were after not only the New Yorker, but the suburbanite in other districts who might be induced to change to our suburban district.

"We do not look for immediate results from this suburban campaign, or any of our other educational campaigns. We are building for the future as well as for to-day, and we want most of all to get people to know the things we want them to know, whether they act on this knowledge to-day or next year. We will keep up our suburban campaign indefinitely.

"Take our subway campaign to associate the subway permanently with the Grand Central station, and bring out the convenience that the great subway system is to people who travel via the New York Central. We look for no result at all from this campaign except to make it clear to all who use the subways that the system is simply a sheltered vestibule extension of great convenience to New York Central travelers. We have posters at every subway station, giving the exact subway running time between that station to or from Grand Central station. In this way we educate people to see the advantage of Grand Central over any competing station in New York.

"Our resort advertising is another great branch of our advertising. We spend a great deal of money advertising the Adirondacks, Thousand Islands, Lake George, etc., and maintain a travel bureau which answers all requests for information and itineraries from readers of magazines, newspapers or booklet advertising. We answer many thousands of such inquiries. Last year we made a unique experiment with these inquiries. At the end of the season we sent out 5,000 letters asking inquirers to write us whether they had made the trip and what they had to say, good or bad, about our service. We received possibly

3,000 letters back, giving us a valuable proof of the efficiency of our advertising, as well as some interesting criticisms.

"I believe good railway advertising is a vital part of a progressive railway's policy. No matter how well known the road, there are new generations constantly


**"Suburban Homes on the New York Central Lines"**



BOOKLET GIVEN FREE

General Advertising Department, Room 712, Grand Central Station or any Ticket Agent


**Work!—but Rest Afterward**



**N**ORTHWARD from New York City are four great steel ways, over which are carried daily to the suburbs thousands of people just as fond of their comfort, just as able to secure it, as yourself. The husbands and fathers are at their desks all day, but the wives and children have grass under their feet, flowers in season, the open sky over them. They have their telephones, their electric lights, their daily supplies

**In the Suburban Territory**  
—of the—  
**New York Central Lines**

For Descriptive Booklet Address  
Advertising Department, Room 712  
Grand Central Station  
or ask any of our Ticket Agents



#### SUBWAY POSTER AND CAR CARD.

growing up and new people arriving in our territory, who need to be educated."

One of the most interesting advertising efforts of the New York Central lines has been the deliberate selection of a train whose patronage had been known unvaryingly for years, and *trade-mark* and *advertise* it. This was done with an old train to Buffalo, now called the "Buffalonian." An advertising campaign costing several thousand dollars was started to advertise this train, and a lively

picture of a buffalo was adopted as its trade-mark. Within a month after the advertising started the tickets for this train increased very extensively, and now it has reached almost double its former patronage, and much more than



**THE BUFFALONIAN**  
The train that provides a Pullman buffet smoking room in addition to standard sleeping cars and day coaches.

**You Can Sleep**  
The route is made brief, along the Hudson River, and through the Adirondacks. Every morning after getting up, you can sleep in comfort.

**West Shore R.R.**  
Tickets and Passenger Accommodations.



**Cincinnati, Ohio**  
Leave Round Trip Fare  
Includes all the comforts, meals and other good things to eat.

**Denver, Cal.**  
Leave Round Trip Fare  
Includes all the comforts, meals and other good things to eat.

**Louisville, Ky.**  
Leave Round Trip Fare  
Includes all the comforts, meals and other good things to eat.

**Seattle, Washington**  
Leave Round Trip Fare  
Includes all the comforts, meals and other good things to eat.

**Buffalo—\$1.00 Round Trip Niagara Falls—\$1.00 Round Trip**  
Includes all the comforts, meals and other good things to eat.

**Ontario Beach—May 31st**  
18 cents Round Trip  
Includes all the comforts, meals and other good things to eat.

paid for the expense of advertising it. This patronage keeps up and is evidently permanent—making a most striking example of the power of advertising. The buffalo trade-mark has made a hit, especially among Buffalo merchants, who have copied it in their ads.

The Twentieth Century Limited, the famous eighteen-hour train be-



**Canoeing in the Adirondacks**

Thousands of people are looking for a new kind of vacation. They want to get away from the city, to a place where they can enjoy the beauty of nature, and where they can have a good time. The Adirondacks are the perfect place for this. They are a beautiful region, with mountains, lakes, and forests. There are many things to see and do here. You can go canoeing, fishing, or just enjoy the view. The Adirondacks are a great place to visit. They are a beautiful region, with mountains, lakes, and forests. There are many things to see and do here. You can go canoeing, fishing, or just enjoy the view. The Adirondacks are a great place to visit.

**Let us suggest a Vacation Trip**

Let us suggest a vacation trip to the Adirondacks. We have a number of different trips to offer. You can go for a week, or for a month. You can go with a family, or with a group of friends. We have a number of different rates. You can go for as little as \$1.00 a day. We have a number of different things to offer. You can go canoeing, fishing, or just enjoy the view. The Adirondacks are a great place to visit.

ONE OF THE RESORT ADS.

tween New York and Chicago, has taken such a hold on popular imagination that it has passed into a figure of speech. Senators and other orators have quoted it in their speeches as a symbol of speed and modern mechanical achievement, and it is constantly used in newspapers and magazines.

An interesting scheme has been hit upon to give unity to the frequent announcements of special excursions. A standard head is used, and now instead of small separate ads, all the excursion announcements appear under one head, whether there are twenty or just one.

Mr. Lockwood, the H. E. L. San Advertising Agency and other officials, have a weekly advertising conference at which advertising policies and individual pieces of copy are discussed. Every man's O.K. must be on each ad or it is not run, and in this way thorough advertising co-operation is secured.

#### NEW OUT-DOOR CAMPAIGNS IN ST. LOUIS.

Many advertisers whose copy has never been seen on billboards before are appearing in St. Louis this month for the first time. Among the largest concerns who are using the boards of the St. Louis Bill Posting Company are: A. G. Spaulding, advertising sporting goods; Anheuser-Busch Brewing Company; the Remington Typewriter Company; McKinney Bread Company; Corno Mills Company; "National Oats"; Wm. Wrigley, "Spearmint" Gum; Pullen-Richardson Chemical Company, "Caf-E-Kol"; Sulpho Saline Water; the Missouri Pacific Railroad.

W. J. Hatton has assumed the advertising management of the Toledo *Express*. Mr. Hatton was with the *Pittsburg Dispatch* for fourteen years and succeeded R. A. Brinkerhoff, who has retired after twenty-five years' service. The *Express* is one of the most enterprising German dailies in the United States. The home ownership of the 40,000 Germans in Toledo is said to be larger in percentage than any city in the country.

A. W. Schwartz has resigned as advertising manager of the Elizabeth, N. J., *Times* to accept a similar position with the Enterprise Coal Company of the same city. A number of other changes in the staff of the *Times* is contemplated.

D. LeGrand Hedges, formerly of the Publicity Company, N. Y., is now on the advertising staff of *Suburban Life*.

Mark R. Plainsted, formerly with the Fresno, Cal., *Democrat*, has become advertising manager of the Wichita, Kan., *Beacon*.

The *Carriage Monthly* has started a department devoted to selling and advertising methods in the motor car trade.

# INDIANA

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*Out in INDIANA everything—everybody is prosperous.*

## INVESTIGATE AND SEE FOR YOURSELF

INDIANA is one of the greatest producing States.

INDIANA has no mill towns.

INDIANA has very little of the foreign population.

INDIANA cities are clean manufacturing centres.

**INDIANA citizens are the good, hard-  
working take-an-interest-in-the-govern-  
ment kind of citizens.**

*They're the ones for you to go after with your ad-  
vertising for they're the best kind of buyers.*

*Here's the pick of the cities—and here are the papers  
necessary.*

### Fort Wayne Journal Gazette

Lafayette Courier

Anderson Bulletin

Marion Leader

Kokomo Tribune

Richmond Item

Logansport Journal

No experimenting with these towns or papers

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*Let me talk to you about them*

**M. C. WATSON**

34 WEST 33d STREET

NEW YORK CITY

## ADVERTISING A CITY HOTEL.

PRACTICAL PLANS TO EXTEND THE BUSINESS AND PRESTIGE OF A LIVE HOSTELRY.

*By Amos Woodbury Rideout.*

Hotel advertising has always been done in a desultory sort of way with no knowledge as to whether a given advertisement brought any actual and tangible returns. There seemed to be no way of tracing direct results, unless, perchance, some guest mentioned the source of the information that led him to that particular hostelry. Four inches single column, a picture of the house, and a few brief words as to rates, placed in any medium that would take its pay in accommodations. This, in brief, is the way hotels are advertised.

It goes without saying that any caravansary that is a little bit better than the average will advertise itself, but, even then, the judicious use of a little printer's ink might add to the profits. A method whereby results could be traced and worthless mediums weeded out, the same as with any other class of advertising, is the thing needed. The writer believes that this is possible. Here is the plan: The quarter-page space as suggested above is quite sufficient, and the picture of the house is also proper and right. The *name* of the city wherein this particular inn is located should stick out, however, much more prominently than it usually does.

You know where your travels are likely to take you, and you will readily read of the merits of "The Metropole," if you see at a glance that it is located within the zone of your peregrinations. And, then, the *exact location* within that city with a brief mention of the advantages of the locality—whether near theaters, shopping district, depot, etc. Then how reached, what different lines of trolley, subways, "L," trains, etc., pass the house or near it. If it's a small city and you have a free bus, you will, of course, state that fact. I recall a large metropolitan hotel

not a thousand miles from Philadelphia, which gives in its advertisements no clue to its location. You must needs ask the cabman, policeman, or look it up in the directory when you arrive, if you wish to find it. Rates, of course, should be mentioned, as they usually are. Now, then, add to this an invitation to send for a free booklet, describing your hotel and its further advantages. This will get hold of people who really have intentions of visiting your city.

Of course, a resort hotel must take up the subject of the charms of the place, but, as Kipling would say, "that is another story." Make a card for all names received asking for booklet, and follow them up two or more times a year with other brief matter, if only a form letter, setting forth anything new which you may have done or are doing in the way of improvements, etc. You may have been installing some new fixtures or service or making additions of some sort. Tell them about it, whatever it is; it will serve to remind them of *your* house, and that they should use it when they come to *your* town.

Now, the register can be gone over each day, and each new name looked up to see if it is on your card system; and when found there, as Captain Cuttle would say, "make a note on." In this way, you will be able to get a line on your advertising mediums and finally eliminate those which have failed to produce results. You will also keep in touch with your guests and bring them back again. This matter of the card system will be very little trouble. The clerk knows the regular guests, and when a new face comes along, he can look for the card, and, if there is none there, make one. If your advertising is placed on a trade basis—and there is surely no objection to this—don't fail to give the publisher's representative just as glad a hand as anybody else. In this way, you will enhance the value of the advertising. It is a case of value received on both sides; he is in no sense a dead head.

# THE METHODISTS

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## *Two Million Circulation*

### WEEKLIES

The Epworth Herald, Chicago	}	866,000
Pittsburg Christian Advocate, Pittsburg, Pa.		
Western Christian Advocate, Cincinnati, Ohio		
Northwestern Christian Advocate, Chicago		
Central Christian Advocate, Kansas City, Mo.		
Der Christliche Apologete, Cincinnati, Ohio		
California Christian Advocate, San Francisco, Cal.		
Pacific Christian Advocate, Portland, Ore.		
Methodist Advocate Journal, Athens, Tenn.		
The Baltimore Methodist, Baltimore, Md.		
The Classmate, Cincinnati, Ohio		
The Sunday School Advocate, Cincinnati, Ohio		

### MONTHLIES

Sunday School Journal, Cincinnati, Ohio	}	169,000
Haus und Herd, Cincinnati, Ohio		
Deaconess Advocate, Chicago		
Bible Teachers Training Magazine, Cincinnati, Ohio.		

### QUARTERLIES

Senior Quarterly, Cincinnati, Ohio	}	958,000
Intermediate Quarterly, Cincinnati, Ohio		
Illustrated Quarterly, Cincinnati, Ohio		
Home Department Quarterly, Cincinnati, Ohio		

### BI-MONTHLY

The Methodist Review, Cincinnati, Ohio	}	7,000
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There are many excellent reasons why THE METHODISTS are of peculiar value to the general, or mail order, advertiser. These publications are elements of power and influence in the high grade homes in which they circulate.

The character of clientele is excellent—beyond a doubt, and the only cheap thing about these publications is the advertising rate.

Advertising Department,  
General Office,  
57 Washington Street, Chicago  
A. E. Dunn, Manager

We are the exclusive National Selling Agents for the space of more than three-fourths of the cars in the United States, Canada, Cuba, Mexico, Porto Rico, Brazil and the Philippine Islands.

**STREET RAILWAYS  
ADVERTISING  
COMPANY**

**Home Office: Flatiron Bldg.  
NEW YORK**

**Western Office,  
First Nat'l Bank Bldg.  
Chicago**

**Pacific Coast Office,  
Humboldt Bank Bldg.  
San Francisco**

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## THE PECULIAR ADVERTISING POWER OF RELIGIOUS PAPERS.

HOW THE RELIGIOUS FIELD CAME TO BE NEGLECTED—STRENGTH IN AGRICULTURAL DISTRICTS—PECULIAR STANDING IT ENJOYS WITH READERS.

By J. F. Jacobs.

The religious papers came to be neglected in the advertising world some years ago. This was due to a number of causes. The principal cause was the growing strength of the dailies. The magazines coming into existence and becoming popular were able to monopolize the attention of the advertising public; the invention of the half tone engraving and its use in an artistic way in magazine advertising on coated paper and with fine ink attracted the attention of the advertising public to such a degree, and also attracted the attention of the readers of advertisements to such a degree as to make the religious papers temporarily take a back seat.

Magazines and the dailies becoming very strong were able to present their case before the advertising public so much more extensively than the religious papers were able to do, both by advertising and by personal soliciting, that the religious papers were almost forgotten. Very few individual religious papers are strong enough to be able to travel men in their advertising departments. They were dependent upon mail solicitation, and soliciting by mail is a very weak method of securing business as compared with personal soliciting.

Consequently, for lack of organization among religious papers they were gradually being almost forgotten, and magazine advertising with daily advertising came so popular as to seriously injure the attention to religious papers.

However, with the resumption of activity on the farm, the increase of price on corn, wheat, oats, cotton and other farm products, the attention of the country was gradually attracted to the fact

that the agricultural population was the source of business to such a large degree that prominent business men and intelligent agencies began to look out for some means of reaching the farmer. This could not be done by the daily or by the magazine. Consequently, the agricultural publications came into great popularity, though unable of themselves to press their cause very vigorously.

Finally the religious papers, by reason of organization, are gradually coming to the front again. Our own organization being the strongest and the Religious Press Association of Philadelphia, the Associated Religious Press, New York, Dun's Methodists and several smaller concerns, among them W. W. Kimball, have been actively, in recent years, working for religious papers and bringing the religious papers to the attention of the public. The public is gradually coming to realize that the religious papers have a circulation, especially in the agricultural area of the United States, very similar to the circulation of the agricultural papers, except that it is a little bit more exclusive, going to the more substantial farmers and more substantial people generally in towns and cities and country places. Of course, in agricultural communities, where the population is predominately agricultural, as in the South and West, the circulation of these religious papers is also predominately agricultural. In our list eighty-three per cent is rural to only seventeen per cent urban, this being about the percentage of distribution of population between the cities and the country.

In South Carolina there is about 30,000 circulation of religious weeklies which take advertising, distributed generally through the State, as compared with 10,000 circulation of the dailies distributed outside of the home town in which dailies are printed. There are about fourteen home towns in which dailies are printed, and those home towns have about 150,000 population, while the balance of the population of 1,350,000 has to be reached by 10,000 out of

town distribution of dailies. The religious papers would give 30,000 to reach the million and a half population of South Carolina and consequently constitute a more thorough and better campaign. This applies to a greater or less degree in nearly all the Southern States.

I might say further that the religious press has been largely instrumental in bringing about the awakening of a national conscience throughout the United States. It is partially due, and quite largely due, to the influence of the religious press that the country is awakening to a higher standard of business integrity. A sentiment awakened in a religious denomination in America and set alive by a religious publication representing that denomination finds expression in action of the church body. These actions are brought to the attention of government at home and abroad and have their moral influence, and in this way reforms are accomplished, even in heathen countries, through the molding of sentiment in civilized and in Christian countries. Of course, all these great reforms, which originating with the church weeklies, have been taken up by dailies and magazines and popularized in a secondary way by these other publications, are not wholly attributable in their results to the religious papers, but they are very largely to be attributed to the influence of the religious papers as their originators and most loyal supporters.

Religious papers appeal to all that is noblest and best in human nature. They appeal to the religious element in humanity and to religious aspirations. They therefore come to the reader with the endorsement of the conscience of the reader, and come with an authority which no secular publication can possibly have. They are received with reverence and with a degree of respect which is unknown in the reading of any secular publication.

The Rockford, Ill., *Star*, is conducting a health campaign giving free lectures and planning a big public rally against the white plague.

## WHAT GOOD ADVERTISING MEANS.

In an address recently delivered before the Retail Merchants' Association of Portland, Ore., Reed Moyer, until recently advertising manager for Lipman, Wolfe & Co., and now with Weinstock, Lubin & Co., Sacramento, Cal., made the following sensible remarks on advertising:

The important things in advertising are not the technical details of writing and printing. You can employ authors by the dozen at very small salaries. But a competent advertiser must know your business thoroughly, must know your trade, your field of business, be in sympathy with and have a full knowledge of your business ideas, and know how to merchandise goods. That is why I say that every merchant ought to know most about advertising his business. And if it is necessary for him to employ an advertising man, I think that he ought to keep in constant touch with his policy and ideas.

I speak of these facts because they do not seem to be widely recognized, except by the small number of business men who have made a great advertising success. Many merchants who are sound business men otherwise, will often refer to a certain announcement as a "clever ad," when it is really a bunch of hot air.

Advertising is salesmanship, and just as you expect a salesman to be level-headed, intelligent and truthful, and able to talk about the specific selling points of your merchandise, so must an advertising man be able to talk everyday facts in a commonsense, intelligent manner. An advertising man who can talk to your customers in a convincing way, in a way to create desire for specific articles, in a way that can be backed up by the merchandise, is the kind of a man you can entrust with your advertising appropriation, providing that he also knows what to advertise and when to advertise it.

There is nothing in the world so interesting as simple facts that you want to know, truthfully told. The great orator is not the man who weaves beautiful strings of words, but the man who can state the facts in a simple, logical, authoritative manner. The junk store that has just bought out the leading milliner of Paris or that has captured the greatest shoe bargains ever known, cannot begin to equal the sales or profits of a store that keeps good merchandise at the right price at the right time, and tells in a simple manner the exact facts about it.

I have been remarkably impressed with the simplicity and directness of great men I have met or seen. In a merchandising way, I have been impressed with the simplicity of statement of such great advertisers as Marshall Field & Co. I feel that the next great step in the development of advertising will be in the wider use of a simple, direct statement of facts, leaving out the bombast and the divergence from facts which take place too often in advertising.

The first two classes named are negligible quantities for an advertiser because they

for in the South the church is the center of all social, educational and religious life for eight-tenths of the better class of white people. The Religious Weeklies are the high-toned family papers, and exert the most powerful influence upon the home-life of their readers. They measure up with the best under the mathematical test of "keyed" copy.

The cotton crop of the South is now greater, in dollars and cents, than the wheat crop of the United States. This has a momentous meaning to an advertiser—if he selects the right media.

**RELIGIOUS PRESS ADVERTISING SYNDICATE**

**Home Office: CLINTON, S. C.**

### BRANCH OFFICES IN THE LEADING CITIES

# 19 BUSINESS BRINGERS

515,000 SUBSCRIBERS



## WEEKLIES

Published.

Sunday School Times.....	50 years
Presbyterian .....	79 years
Lutheran Observer.....	77 years
Christian Standard.....	58 years
Baptist Commonwealth.....	25 years
Ref. Church Messenger.....	79 years
Lutheran .....	49 years
Christian Instructor.....	62 years
Episcopal Recorder.....	85 years
Methodist .....	31 years
Philadelphia, Pa.	

Christian Union Herald..... 30 years  
Pittsburg, Pa.

Onward ..... 3 years  
Richmond, Va.

## MONTHLIES

Earnest Worker..... 40 years  
Richmond, Va.

Augsburg Teacher..... 35 years  
Heidelberg Teacher..... 37 years  
Philadelphia, Pa.

## QUARTERLIES

(The Reformed Church)

Advanced Scholars..... 30 years  
Intermediate Scholars..... 28 years  
Junior Scholars..... 10 years  
Home Department..... 11 years  
Philadelphia, Pa.

We are the advertising managers of these publications. Write us for rates or other information.

## THE RELIGIOUS PRESS ASSOCIATION

901-902 Witherspoon Building,  
Philadelphia, Pa.

# Zion's Herald

The New England  
Methodist Weekly

Estab. 1823

Subscription, \$2.50

Reaches its  
readers dur-  
ing the quiet  
hours at home

36 Bromfield Street, Boston  
Rates and samples on request

# Largest Catholic Weekly



## Portland, Oregon

OFFICIAL PAPER

Circulates among the Catholics of the Rich, Prosperous, Populous

## COLUMBIA VALLEY

Base rate, 3/10 cents  
per line per thousand.

Write for Circulation Statement and Rate Card.

12 PAGES  
84-21" COLUMNS  
ESTAB. 40 YEARS

in the U.S.  
Published in English



Factory Lose," conveying the idea in a nutshell that Kansas City didn't even want a factory that couldn't do as well or better there than elsewhere. Indeed the Manufacturers' Association went even further than this, and, following the counsel of its expert, frankly announced that it would rather not have a factory come to Kansas City unless Kansas City was, in fact, the most advantageous site for such industry.

In addition to the preliminary book Kansas City put out its "business bible," and a classic of its kind, "Factory Facts"—a book of maps and comparative statistics, analyzing and contrasting Kansas City with other cities of the class of Kansas City. It gave comparative tables showing the comparative cost of transportation both of raw material and of the finished product, the comparative cost of living in different cities, the comparative wage scale in different cities, the comparative cost of power, of fuel, proximity to sources of supply of raw material in the different lines of manufacture, nearness to the fastest-growing and most profitable consuming markets for the manufactured goods, etc.

In addition were brief chapters on civic conditions, educational and residential advantages, etc., but all presented upon the basis of actual frank comparison so that the manufacturer could study the relative conditions founded upon authentic data and not misled or blinded by "scenic beauty," the "sweep of boulevards" or "elegance of homes." What the manufacturer wants to know is "Can I make more money manufacturing my goods in Kansas City, and if so, why?"

But "Factory Facts" was not all. William Clendenin, who handled the account for Nelson, Chesman & Co., advertising agents, St. Louis, followed that basic book with a list of seventeen exhaustive detailed statistical documents specially prepared for each of the following lines of manufacture (specialized comparative information). These briefs were prepared for the express purpose of relieving the reader of

all confusion caused by any contradictory or conflicting claims made by the different cities, and they epitomized in concrete form the exact data bearing upon each of the different lines of manufacture covered, setting out specifically the precise information bearing upon the particular manufacturer's own line of business. A brief for each of the following lines: Cotton goods, woolen goods, vehicles, carriages, wagons, buggies, agricultural implements, cotton seed oil mills, flour mills, cereals and cereal products, wooden ware, furniture, tanneries, leather goods, boots and shoes, harness, saddlery, etc. These briefs were accompanied by industrial maps, picturing at a glance the eccentric and wasteful movement, in many cases, of raw material, from the centers of production to the centers of manufacture and thence again to the centers of distribution and the consuming markets.

One thing above all Kansas City proved, and that was the supreme value of "industrial maps," showing most graphically and instantaneously the text and the lesson of the briefs, whether the recipient read the brief or not.

Her literature and follow-up prepared and ready, Kansas City launched her publicity campaign proper with a full double-page spread in the *Saturday Evening Post*, some time ago. This advertisement pictured the skyline of Kansas City, her skyscrapers, her railroads and factory sites, etc., together with the now famous Kansas City map showing the great centers of production of raw material clustered in a group around the city as taken from the Government Reports of the Department of Agriculture and Commerce and Labor.

In using the *Saturday Evening Post* it was thought that by such prominent and powerful introduction of the subject to the entire country by means of that forceful medium that general attention would be focused upon the city as a strategic site for favorable manufacture. This was followed immediately by full page

display in the leading newspapers of those cities from which Kansas City expected to draw industries. The publications employed were the *Philadelphia Record*, the *Brooklyn Eagle*, *Providence Journal*, *Detroit Free Press*, *Cleveland Plain Dealer*, *Milwaukee Sentinel*, *Pittsburg Times-Chronicle*, *St. Louis Globe Democrat*, *Indianapolis News*, *Cincinnati Enquirer*, *New York Times*, *New York World*, *Chicago Tribune*, etc., including such western papers as the *Kansas City Star* and others reproducing the copy gratuitously and upon its merits. All the newspapers in question carried the accompanying display-reader as a text reinforcement collateral to the display, and this also proved effective.

From the *Saturday Evening Post* approximately 4,000 inquiries were received, and with this very significant observation to be made upon them, namely, that 90 per cent of the requests received for "Factory Facts" were from executives of business houses, men whose names appeared upon the letterheads of the communications themselves—less than 2 per cent of postal cards, and less than 5 per cent of curiosity seekers. It will be noted that the copy was so worded as to exclude practically all but the industrial and commercial community, the object of the campaign being specific in the acquisition of factories and not general, as is usually the case. The newspaper returns are still coming in, and altogether, Kansas City has a net return perhaps greater in gross than ever realized heretofore in the history of municipal publicity.

But the practical result is the gain of forty-five factories, thus far reported, many of them small, but one of them at least a tremendous acquisition, one of the largest knitting mills in the country, moved bodily from Michigan. Many of the new factories have been financed by outside capital and officered by younger men breaking away from old houses further removed from the centers of supply of raw material, cheap power and quick distribution.

## In Des Moines (Ia.)

Do you realize that The Register and Leader and The Evening Tribune have more regular paid carrier subscribers in the city than the Capital and the News combined?

Eighty-five per cent of the English reading families in Des Moines are regular subscribers to either The Register and Leader or The Evening Tribune—5,000 of these families are *exclusive* subscribers of The Register and Leader and The Evening Tribune.

## The Chicago Record-Herald

gained in April, 1909, over the same month, 1908.

### 235 Columns of Display Advertising

The Chicago Record-Herald has the confidence of a high-class following. It aims to print only such advertising as it believes to be reliable and trustworthy. Whenever The Record-Herald has reason to question the good faith of an advertiser the copy is declined. The Chicago Record-Herald will not knowingly print spurious, fake, get-rich-quick or highly speculative advertising. Circulation and advertising books always open to interested advertisers.

Average net paid circulation for 1908, daily, exceeded 141,000.

Average net paid circulation for 1908, Sunday, exceeded 197,000.

== THE ==  
**CHICAGO RECORD-HERALD**  
New York Office, 437 Fifth Ave.



## Three Hundred Thousand Dollars

One Hundred and Fifty Thousand of the best people in America pay \$2.00 a year for the HOME HERALD, Chicago (formerly Ram's Horn), published weekly. These readers can afford to and do buy the best advertised goods. The money received from subscriptions goes back into the paper to make it the best reading that money can buy. We give our readers the greatest magazine of its kind in the world. We protect them by admitting nothing but high-class advertising. They believe in HOME HERALD and buy at sight from its advertising columns.



HOUSE OF THE HOME HERALD

We own our own magnificent seven-story fireproof building, equipped with six flat-bed color presses, and a new \$40,000 Hoe perfecting color press, constituting the most complete publication plant in the West. We do all kinds of high-class color work for advertisers. In a word, we are succeeding—succeeding big, because HOME HERALD is a part of each of the 150,000 families—one of the family. It is welcome in their homes, and its ideas are identical with those of its readers. It has tremendous power as an advertising medium.

*Current copies, rates and rules, sent upon request.*

PUBLISHERS

**HOME HERALD**  
CHICAGO, ILL.

## WHAT'S THE MATTER WITH HORLICK'S?

[Editor's Note.—This is the eighth of a series of energetic criticisms of advertisers who are not measuring up to their possibilities. The criticism is directed wholly against the advertising policy.]

By J. George Frederick.

Everyone who reads advertising has suffered acute pain for several years on coming upon the pink tea and nursery class of advertising spooned out to an unwilling public by Horlick's Malted Milk.

It seemed to those of us who suffered the acutest pains that Horlick's recent "seven ages of man" ads would simply never end. And when after seven tortuous months had been taken up in passing from one "age" to another the whole series was then calmly *started all over again*, it seemed to us as if someone should kindly roll the seven ages of man into a dustpan and carry it out somewhere, while we fumigated the atmosphere. There may be seven ages of man all right, if Shakespeare said so, but for the love of all that is lovable, spare us from seven ages of *advertising*, repeating itself like history and the hurdy-gurdies!

From what paleontological period of pubescence Horlick's excavated the advertising ideas it is now setting up in front of us, only its experienced excavators probably know. It doesn't interest us one particle. But what does interest us is the outrageous attempt to make a miniature British Museum out of our advertising mediums so that new fossilized preservations of simian intellect fall upon our eyes at every turn. What shall we say as this latest strikes athwart our eyes, occupying the whole space just as shown here:

LET YOUR MALTED MILK BE  
HORLICK'S.  
There Are Good Reasons.

Suppose I have no Malted Milk, —indignantly spurn the insinuation that I ever had any since the pap-feed days of my youth, and

furthermore, do not see the slightest reason why I should ever have anything to do with Malted Milk?

Of course, Horlick's, with that lovely self-satisfied assurance which is the beautiful trusting faith of the semi-successful advertiser, will laugh to scorn the idea that there exist any but a trifling few who do not know why they should use Malted Milk, or who know *how* they could use it to any particular benefit. But you and I know very well that there are many, many thousands who are without any convictions about malted milk, except that it is fed to babies and invalids. If they think about how it tastes, they are very likely to have a feeling that it isn't anything pleasant, but that you take it because the doctor says you ought to.

When you analyze this last piece of advertising for Horlick's, what can you make of it? In the first place, it doesn't address itself to anybody but the users of *some* kind of malted milk. Very well; but since obviously it would be of no particular use to advertise to those who already use *Horlick's*, then it must be addressed solely to those who use Borden's or something else. Granting this as inevitable logic, then is it not a slap in the face of intelligence to expect those who now use Borden's to get terribly excited about Horlick's and those "reasons" which hold out a promise of something, like a garrulous old woman's gossip, but never materialize?

Here, for instance, is a letter actually received by PRINTERS' INK from a housewife who has an intelligent eye for advertising:

NEW YORK CITY, May 18.

Editor of PRINTERS' INK:

I have been following with interest your series on "What's the Matter With, etc.," and offer for your contemplation the subject of "What's the Matter with Horlick's."

What is the matter with them?

Their mystical, watery ads stare at one from every subway station.

Now we all know that for our friend Mr. Post "there's a reason," which he has canned and kept on ice all these years so the public could not find it, and which he would, O! never, *never* tell.

And now comes Horlick, who tells us "there are good reasons" why the

public should use *their* consolidated lacteal fluid.

I want to know what the reasons are, where they are, and why Horlick is keeping them so dark. It's too much to ask a jaded strap-hanging public to work its weary brain fathoming these "good" reasons, or getting next them by telepathy.

I have been wanting to write and ask Mr. Post what his reason is, but feared I might be presuming. And now these Horlick ads make me desperate, for the secrecy of you ad men is so baffling.

I almost believe they might be "bad" reasons, from the reluctance of Horlick to state them, and if they *are* so very, very "good," why don't they state them—or say anything at all about their goods that would tempt the consumer to try it?

Yours respectfully,  
Mrs. C. S. M.

Mark this! for every woman who has the courage to write her convictions like this, there are hundreds of 'hundreds, yea, millions, who feel exactly like her.

All that the ponderous professors of psychology might say to support Horlick's effort to sell goods "by command, and by suggestion," falls to the ground like crumbling putty. *You simply cannot chuck the public under the chin in such kindergarten, childish fashion as this, and expect to sell any goods.*

Imagine a salesman stepping up to any modern human being with two eyes and a semblance of brain and saying "Let your malted milk be *Horlick's*—there are reasons," and then passing on. If we didn't tell the next policeman we met to look out for that young man and observe him for signs of emotional insanity, we would certainly never worry over the loony words he uttered.

Well, it's easy to fume and sputter over poor advertising, but a little harder to show what should be done. But Horlick's ought

### A Cooling Hot Weather Business Lunch

Hot!—Yes, but hotter still if you lunch on solid food.

Order a Horlick's Egg Malted Milk—an iced "shake" of egg, cream, Horlick's and a flavor, perhaps with a dash of cinnamon. Deliciously refreshing as a drink—nourishing but not heating as a food. Be sure it's

## Horlick's Malted Milk



There is  
No Better  
Picnic Drink

Want a cool and tasty drink for your picnic? Very well—take along plenty of

### HORLICK'S MALTED MILK

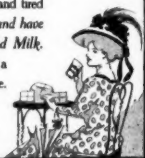
No time or trouble to make it—yet it's better and less heating food than anything you can take. Be sure it's *Horlick's*



### A Friend to Tired Shoppers

When you're a bit faint and tired with shopping, sit down and have a Horlick's Egg Malted Milk. It's a lunch, a tonic and a refreshing drink all in one. Be sure it's

## Horlick's Malted Milk



CAR CARDS THAT HORLICK'S SHOULD USE,  
BUT DON'T.

to do so much and such primary things that it isn't terribly hard to tell them. Anyone of a thousand competent advertising men in America could show Horlick's how to make many more thousands of dollars than they now make. Doubtless they've been told so over and over again, and have learned how to wrinkle up a cynical sneer whenever they hear anyone say so; but *business is business*, and in their own private little inner chamber, when they apply the business ability they must have, to the practical things that the right kind of advertising men tell them, they have simply got to confess that they are drifting with their advertising and not pulling with a long pull and a strong pull toward more business and *new* business.

Why does not Horlick's undertake through its street car and subway copy, to build up a desire this summer for soda fountain trade? They have a great opportunity. Malted milk, in its attractive preparations at soda fountains, is one of the most wholesome, refreshing hot weather lunches or between-times drinks that anyone could desire. Business men and business women, shoppers and everybody ought to be educated to drink the delicious malted milk drinks prepared by good fountains. Take the egg malted milk drink—there is nothing better in summer, and many a wise man or woman has learned to drink it, and sticks to it. *But they never learned to ask for it from any advertising Horlick's ever put out*—more shame to Horlick's!

This country is growing more and more temperate every year, and soda fountain sales are enormous, but malted milk drinks form only a tiny percentage of them. Yet the flavors and soda one gets at many fountains is an abomination unto Jehovah, and drive many people away. Malted milk drinks give one more refreshment as well as easily digestible nutriment than probably anything ever sold at a fountain. And no one is telling the public so!

New York is the stronghold of Borden's Malted Milk—hence the subway cards and poster campaign from Horlick's. No better medium could be chosen than the subways and elevated cars—but the dents Horlick's puts into Borden's will not be very numerous with *such* copy.

Suppose something like the accompanying copy was run. And then suppose other cards—a complete series of them—were run, showing how cold malted milk is a refreshment, a tonic and a food, that it is at the same time the cheapest and most nutritious lunch anyone could buy; that it is delicious with ice cream; that children should be encouraged to get it instead of other fountain concoctions of very doubtful value; that for automobiling, picnics, bicycling, camping, it is an ideal

lunch; that it is good with vichy or fruit flavors, and that taken hot before retiring it relaxes for sleep.

I am merely sketching the possibilities—they could be worked out practically. The cards should make a particular attempt to bring out the idea of delicious taste and refreshment, and work against the semi-medicinal idea that many people associate with malted milk. The great trouble with all food preparations is that too little emphasis on the appetizing qualities is made. People have no love for a food preparation, however fine its dietetic value, if it doesn't taste good to them.

Even if everybody did know all about the many various uses for malted milk—which of course they don't—it would still be wise to keep telling about them specifically, for two strong reasons. First, because people need to be reminded; second, because young people are constantly growing up, and new people arriving in America who need to be educated.

Each and every situation in which malted milk is used,—and there are many, for children and invalids and nursing mothers, and people with any temporary ailment, or just normally in need of a warm, comforting drink—should be exploited. Horlick's should attempt to popularize a habit of drinking a cup of hot malted milk as a quick sleep-bringer at night; as a business peoples' and shoppers' lunch, summer and winter, and as a general soda fountain drink that is more delicious than any other concoction.

*Some* malted milk will do these things some day, and then, watch out!

#### A. E. DUNN REMAINS WITH METHODIST BOOK CONCERN.

An announcement recently circulated that A. E. Dunn had resigned as advertising manager for the Methodist Book Concern, New York, has been misunderstood by some.

Mr. Dunn resigned the advertising management of the *Christian Advocate* and other publications of the Methodist Book Concern of New York, but is still the advertising manager for all of the publications of the Western Methodist Book Concern.

## MAKING STREET CAR ADVERTISING MORE EFFECTIVE.

INTERESTING GROWTH OF A POWERFUL MEDIUM—VALUE OF STREET CAR'S RAPID ROTATION OF COPY—SOME FINE NEW CARDS.

By F. R. Barnard.

Street car advertising has practically been the same since it started, excepting the continuous improvement in the building and lighting of the cars.

Street cars costing thousands of dollars are only bought as needed, and as cities grow, so do their number of cars; and it has been conceded that in any city of size, some or all of the members of every family ride in the cars every day.

Street car advertising, on a national basis, began with the organization of the Street Railways Advertising Company about five years ago. Prior to that time, the lessee of one city might go to New York once a year to get a few contracts, and fill up the rest of his space locally, whereas the lessee of another city would sell all of his space to local merchants and not solicit national business.

With the new organization it was determined not only to present the facts about street car advertising to national advertisers, but also to study the medium from the inside so as to be able to get the best results from the use of the street car advertising space.

In the olden days, street car advertisements were principally poster cards, and as a rule, there would be but one design, which would be kept in the cars for months, and it is true that some advertisers did varnish their cards so that they would last an entire year.

As more thought was given to street car advertising, so were different methods of display practised. Some campaigns would consist of a different advertisement in the cars each month, but as a rule, it would be either a poster card with no selling value, or a type card with no attractive

value. Later, it was found to be a good plan to display two different cards simultaneously and change them frequently. But even to-day, after five years of promotion work on street car copy, there are still some advertisers using the cars very successfully with attractive poster reminder advertisements. They are pioneers in street car advertising,

**Many a laundress is**  
blamed for poor washing when she  
has merely used dirty starch.  
Get the clean Argo package, 5 lbs.  
Not just for  
cold starching.

**ARGO**

**Why wash clothes**  
white and then starch them and  
be streaky with dirty starch?—  
Wash under the starch's quality.  
Get the clean Argo package, 5 lbs.  
Not just for  
cold starching.

**ARGO**

**To make good gravy**  
thicken with Kingsford's  
Corn Starch—not flour.  
Then your gravy will be smooth, delicate and  
never lumpy.  
The best thickening for all gravies, soups and  
sauces.

**KINGSFORD'S  
CORN STARCH**

**Delicious cake filling**  
is made with Kingsford's Corn  
Starch.  
Next time try it in the cake itself.  
One part Kingsford's to three parts flour  
makes dairy, light, smooth cake.  
Good luck with all pastry and pie, even  
glaze, jam and sugar.

**KINGSFORD'S  
CORN STARCH**

### A NEW SERIES OF CARDS.

who realize its value for pure publicity, and continue to use it for just that purpose.

From different cities, the statistics show that the average street car ride is of at least ten minutes' duration, and with that knowledge in the street car advertisement writer's mind, he is not afraid to put thirty or forty words on a

card, because he knows that the prospective purchaser is sitting long enough in view of the card to read and re-read it many times. In other words, as the street car passenger is riding *with* the advertising, there is no need of making a billboard proposition out of the medium. That is why most street car advertising to-day is educational.

Statistics also prove that 40 per cent of all street car riders use transfers. With this knowledge in mind, the man behind the street car campaign does not depend on one story in the cars.

The idea is practically based on the theory that a good sales person would not give only one argument to a prospective purchaser, and say "Come back in a month and I will tell you another reason why you should buy." Therefore, nearly all of the street car campaigns to-day consist of from two to six different cards simultaneously displayed.

Of course, the nature of the ad-

vertised article, and its competition, has a great deal to do with the number of cards that should be displayed at one time.

The four cuts appearing with this article are reduced reproductions of the Kingsford Corn Starch and Argo Gloss Starch street car advertisements, which were printed in four colors. They were designed and prepared by the advertising agent handling this business, and are striking examples of the possibilities of street car advertising space.

Special attention is called to the life and character of the illustrations—to the publicity display of the name of the products—to the reproductions of the packages in their actual color, and to the well-balanced type display of educational texts.

The evening *Pioneer Press*, St. Paul, will be discontinued, not the morning *Pioneer Press* also, as was inadvertently indicated last week. The *Pioneer Press* is one of the strongest papers in the Northwest.

## HIGH-GRADE "SPECIAL"

### DESIRES CHANGE

#### With a First-Class Publication

Competent, experienced representative, who can furnish abundant proof of his ability as manager and business-getter, desires to consider proposition requiring more than ordinary talent and experience.

Only position carrying responsibility and proportionate compensation desired.

Special Representative and Manager, twelve years, with a high-grade publication.

Eastern and Western experience. Prefer to go East.

State particulars when writing.

Address "EXPERIENCE," PRINTERS' INK.

In a selling campaign of Hardware, House Furnishings or Sporting Goods

## The Retailer Holds the Key to the Situation

Why not secure his co-operation through the advertising pages of



the most progressive and rapidly growing paper in its field

Circulation exceeds  
10,000 copies each issue

Advertising rates  
on application

THE HARDWARE PRESS, Publishers, 114 Liberty St., New York

# To All Advertising Pilots

**You with reputations to keep  
You with fame to gain**

- ☐ Newspaper and magazine advertising hath made great names, built great fortunes, produced an army of wise and near-wise "pilots."
- ☐ But why neglect your greatest opportunity?
- ☐ The greatest of all undeveloped commercial fields lies in the more skilful and ampler use of the mails.
- ☐ The whole world is within your easy reach.
- ☐ Without waiting for the tardy, the lethargic, the man who does not read advertisements, you can, at trifling cost, place in his hands ten fold more complete and convincing reasons why he should buy your goods.
- ☐ The sealed letter gets into the private office—no doors are shut in its face.
- ☐ An army of postmen, millions—yes, billions of dollars' worth of railroads, steamships and equipment are at your service, day and night, ever and always.

## Why Don't You Use A Multi-Copy Typewriter?

- ☐ That "Dreadnought" of modern office appliances—that last and best of helps for busy, brainy advertising pilots.

THE MULTI-COPY TYPEWRITER is a business-producer—is as necessary and profitable as a typewriter, an adding machine, a cash register or telephone.

It prints perfect facsimile typewritten letters, does office printing; uses standard type, linotype, electrotypes, brass rules, zinc etched signatures and engravings, etc. You can keep forms standing, make changes quickly and print a dozen kinds a day. Speed 1500 to 2000 per hour. Prints any size sheet up to legal cap. Counts and removes paper automatically. Guaranteed for one year.

Think of the business value of an office help that will do the work of a dozen stenographers! Think of the time-saving, the convenience of sending out facsimile letters, price lists—special offers—salesmen's instructions, the touching of a thousand purse strings with some tempting proposition at a timely moment!

And how little it costs to buy—how cheaply operated! Your office boy or typist, in spare hours, can make the MULTI-COPY TYPEWRITER earn its cost many times a year.

Circulars and samples of work mailed on request.

**MULTI-COPY TYPEWRITER CO.**  
**505 Fourteenth Street Washington, D. C.**



## GILLETTE RAZORS AND THE TRADE PAPERS.

GENEROUS TRADE PAPER ADVERTISING  
A STRONG FACTOR IN GILLETTE  
SUCCESS—VARIOUS METHODS OF  
CO-OPERATING WITH DEALERS TO  
SELL GOODS—SHOW-CASES FOR  
GILLETTE GOODS.

One of the secrets of the success of the Gillette Safety Razor with dealers has been its effective trade paper campaigns.

From the start of the marketing of Gillette Razors the trade papers have been an important factor in educating the dealers and reaching out for new trade. A policy of the most loyal co-operation has been maintained which has resulted in making Gillette Razors a favorite with dealers, and they have consequently pushed them more vigorously than most other things.

Of course a generous profit has been a strong inducement, but this liberal profit to both advertiser and dealer has allowed money enough to talk to dealers prominently and effectively in the mediums that come closest to retailers in the various lines that sell Gillette razors. The hardware, drug, haberdashery and other stores sell Gillette razors, also dry goods and department stores. Consequently, a wide range of trade papers have been used.

The trade paper advertising campaign now running is notable in that it carries the same typographical excellence that typifies the new copy in the magazines. This shows the importance which is attached to the trade paper advertising, and makes a strong contrast to the trade paper ads of many other advertisers who give but scant attention to this very vital part of advertising.

The effect of a succession of strong and attractive ads, such as the Gillette Company are running in high-class publications, like *Hardware*, *Hardware Dealers' Magazine*, *Hardware & Metal* (Canada), etc., in keeping the name "Gillette" continually to the fore in the dealer's mind can scarcely be overestimated.

By means of many unique catalogues, booklets, circulars, letters and an endless variety of like printed prods, the sales department never allows the hardware dealer to forget even for a moment the company's existence and the fact that it "wants orders."

This year the Gillette Company has been, if anything, more aggressive than usual. Other manufacturers have entered the safety razor field and have vigorously pushed their wares. This is one reason for the greater activity. Another is that the Gillette people



**Ask** any hardware or cutlery man who has seen the New Pocket Edition of the Gillette Safety Razor what he thinks of it—as a seller and a profit-maker for the retailer.

The experience of the hardware trade from one coast to the other seems to be the same: every old Gillette user wants the Pocket Edition and to make new friends in sight.

The Pocket Edition of Gillette and Blade Inc., either single or double edged or safety razor set in travel or luggage. It is an item and quantity that will fit into a card case in the wallet or pocket or into the side of a traveling bag. The blades are fast. Prices, \$1.50 to \$2.50.

Aids from the side of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush, a brush of Gillette quality, bristles grouped in bent rubber, and the Gillette Shaving Stick, a new variety of the Gillette Safety Razor. The Gillette Shaving Stick is a new variety of the Gillette Safety Razor. The Gillette Shaving Stick is a new variety of the Gillette Safety Razor. The Gillette Shaving Stick is a new variety of the Gillette Safety Razor.

Special show case equipped with retail order for a hundred dollars worth of goods. Write us for full information. Get our suggestions on popular advertisements. Talk to your dealer about it.

GILLETTE SALES CO. New York, London, Paris, etc.  
100 Broadway, New York, N. Y.  
100 Strand, London, E. C. 4.  
100 Boulevard des Capucines, Paris, France.

**Gillette Safety Razor**

### A TRADE PAPER AD.

have put out several new and important lines.

"New Process" razors, for one thing, were lately introduced. Although they are considerably more costly than those the company manufactured in its earlier history, its vigorously conducted advertising campaign in the interests of the new blades has brought their total sales up to a very large figure.

Another Gillette novelty is a "Pocket Edition" razor set, convenient for carrying in small space. These razors are put up in most attractive form, and being almost

in the class of jewelry, have been made a head-liner in all the company's advertising, trade journal and general. Gillette shaving brushes and Gillette shaving soap are other new specialties.

In order to help the retailers push these various lines, the Gillette sales company sends to each dealer a very comprehensive assortment of advertising matter. Part of this consists of artistic and "fetching" brass and enameled ware, descriptive hangers and part—the larger part—is made up of booklets, pamphlets and circulars designed for circulation by the dealer among his customers.

With each assortment is sent a number of printed prods. These tell the dealer in plain, vigorous English all about the new lines. They show him beautiful half-tone pictures of each article made.

One aggressive stimulator, marked "Proclamation," shows a realistic picture of several safety blades. Under the picture appears this admonition:

Do not run short of blades. Nothing is more disappointing to the Gillette owner who depends on you for his supply. Keep the stock full by advising us of your requirements."

A good-sized package of colored post-cards, showing the familiar "Gillette baby," well lathered, laughingly shaving its pink cheeks with a "safety," goes with each assortment of "stimulators" sent out. The post-card bears the message: "Begin Early—Shave Yourself. Gillette Safety Razor. No Stropping. No Honing." A number of large wall hangers in the same design, round out the dealer's special supply of printed ammunition.

Another important plan used in getting into close touch with the dealer and making him feel almost as if his establishment were a vital part of the Gillette business itself is the supplying of the retailer with a handsome showcase for the display of the Gillette lines. The company manufactures three sizes of these show cases, made of heavy plate glass and finished in mahogany, cherry, oak or ebony. These are supplied with

initial orders for one hundred dollars' worth of goods.

These cases are not sold or given to the dealers. They remain the property of the manufacturer and are loaned under an agreement, which stipulates merely that the case is to be used only for the display of the Gillette products.

As these cases are highly ornamental, it is not difficult to imagine that this plan to help the Gillette business by helping the retailer make his store more attractive is beneficial in its results. The offer of the company to supply these cases is carried prominently in all its trade paper advertising.

Special designs for show window displays are also furnished dealers and this, too, serves to keep the retailer in closer touch with headquarters. The company never advertises at its own expense in local newspapers but furnishes many electrotypes of attractive, ready-made ads to dealers for use in their own advertising.

#### HOW TO GET THE ENGLISH EDITION OF PRINTERS' INK.

Every issue of the English edition of PRINTERS' INK contains interesting descriptions of English advertising campaigns and English advertising news—as well as the leading articles from the American PRINTERS' INK.

By keeping in touch with both editions a world-wide review of advertising ideas and happenings can be secured.

The English edition appears simultaneously with the American edition, and is written and printed in England to cover the British field thoroughly. Edited by Thomas Russell, one of the most prominent advertising men in England, and published by S. H. Benson, Ltd., one of the largest advertising concerns in the world, its practical value to practical advertisers is absolutely assured. It will be of much interest to many American advertisers. Subscription, one year, \$2.50. Special discount to American subscribers of PRINTERS' INK.

# A Straight Line to More Dollars

## Accept This Big Offer Today

### This Book FREE

If you want a copy of "Dollars and Sense" absolutely free, fill out the attached coupon for a year's subscription to the Advertiser's Magazine, and "Dollars and Sense" will be forwarded to you all charges prepaid, and your name will be placed on our subscription list for twelve, big complete issues of the Advertiser's Magazine.

You cannot afford to miss a single issue. For it keeps tab on what's going on in the advertising and business world, tells you what all the leading thinkers, writers and business men are writing and doing, and brings to you every month, vital information whose money value cannot be compared with the trifling cost of the magazine.

This most exceptional offer of Col. Hunter's great book free is made for a limited time to readers of this publication in order to bring the Advertiser's Magazine before a larger circle of advertisers and business men. Take advantage of it. Send 50 cents today for a year's subscription to the Advertiser's Magazine and get a copy of "Dollars and Sense" absolutely free. Read it and if you are not satisfied, return the book and your money comes back by return of mail.

### 18 of the 157 Subjects Treated in "Dollars and Sense"

Advertising  
Buying  
Competition  
Credit  
Elimination  
Enthusiasm  
Financing  
Honesty  
Horse Sense  
Independence  
Memory  
Products  
Salesmen  
Saving  
Selling  
Short Letters  
Sizing up Things  
Speculation



If it's more dollars you want, more earning capacity—read Col. Wm. C. Hunter's invaluable book, "Dollars and Sense." It's a classic of plain homely, common sense business philosophy.

Clerk, Stenographer and employer alike will find inspiration in its pages, will find something they know from their own experience to be true and practical, but never thought of before.

"Dollars and Sense" points out these incidents, flashes them back to you with their true appreciation and shows how they can be put to practical use and profit in your work tomorrow. It is not a book full of "high brow" theories. It deals with real problems—in your work.

It shows how you can apply these same successful principles and methods to your own business in your own work.

Written by a man schooled by years of real, live actual experience, every one of its 24 chapters is filled with red blooded facts—every one of its 128 pages tingles with human interest.



Clip out the Coupon and send it now

**ADVERTISERS' MAGAZINE**  
795 Commerce Building  
Kansas City, Mo.

Fill out Coupon now

Gentlemen:

I am enclosing 50 cents for a year's subscription to the Advertiser's Magazine. Send me absolutely free a copy of "Dollars and Sense." If I am not entirely satisfied with either the book or magazine you are to refund my money.

Name \_\_\_\_\_

Address \_\_\_\_\_





## A Tale of Three Years

In 1907 a western manufacturer gave the R. N. A. an advertising appropriation of **\$1,000** for a trade paper campaign.

He got his money all back in profits from new business traceable directly to the advertising; and trebled his sales without adding another salesman to his staff.

In 1908 he gave us **\$8,000** to place in trade papers in three months' time and put about 8000 desirable readers on his books.

In 1909 he gave us **\$25,000** for the continuance of the trade paper work.

This is fact that proves this statement:—

in three months time and put about 8000 desirable re-  
tailers on his books.

\$6,000 for the continuance of the trade paper work.

This is fact that proves this statement:—

An intelligent trade paper campaign is the “*winning beginning*” to national advertising prominence and profit.

## The Root Newspaper Association

offers manufacturers of dry goods and department store merchandise an advertising service unequalled in its economical efficiency and positive result-power.

### *It completely covers the country with*

Dry Goods Economist, New York.  
Dry Goods Reporter, Chicago.  
The Milliner, Chicago.  
General Merchants Review, Chicago.  
Drygoodsman, St. Louis.  
Shoe and Leather Gazette, St. Louis.  
Twin City Commercial Bulletin,  
Minneapolis—St. Paul.  
The Hardware Trade,  
Minneapolis—St. Paul.  
Boot and Shoe Recorder, Boston.  
Apparel Retailer, Boston.  
Cleveland Trade Bulletin, Cleveland.  
Southwestern Merchant, Dallas.  
Pacific Coast Merchant, San Francisco.  
Paul Merchants Journal, Charlotte, N. C.

Address the office nearest you.



## To Manufacturers of Nationally Advertised Products

---

**Y**OU are spending many thousands of dollars each year in the effort to market your goods through the medium of thinly spread general magazine circulation.

Are you succeeding?

Are you thoroughly satisfied with the results obtained from your investment in the costly magazine spaces?

If so, this message is not for you. If not,—please listen!

\* \* \*

Take St. Louis, for instance.

How do your goods stand in this great market,—the fourth City of the country in population, first in per-capita wealth and actual buying power?

Are you getting your fair share of the enormous sum spent yearly in the retail stores and shops by the 1,500,000 people living within an easy shopping radius of this prosperous Gateway of the Great Southwest?

If you have placed all your "eggs" in the magazine "basket," it is safe to assume that you have failed to capture this desirable market.

*For the total combined circulation of fifteen of the leading national magazines in St. Louis is only 71,000,—less than 10 per cent of the population!*

So you see at a glance—face to face with the facts—that you cannot create profitable demand for your product through this medium alone.

Yet, can you afford to neglect this field, which will yield you such rich returns with proper cultivation?

\* \* \*

You need St. Louis in your business.

Its perfect shopping facilities, its great wealth, its superb geographical location combine to make it one of America's foremost buying and distributing centres.

Statistics prove St. Louis to be in the heart of the country's most productive district.

It is central to more than half the railroad mileage of the United States, and is the largest city on the longest and largest navigable river in America.

Within a few years it has advanced from eighth to fourth largest city in the United States, and is to-day growing by leaps and bounds as a result of the impetus supplied by the World's Fair of 1904.

The trade territory of St. Louis is more ideal than that of any other American City.

It affords a home market second to none and in addition is the natural buying point for merchants and consumers within a radius of 500 miles South and Southwest.

You can reach these millions of people by the right kind of advertising right here in St. Louis.

\* \* \*

Experience is proving that intensive local advertising in the big

cities, like intensive farming, yields the biggest profits.

And actual results show that Street Railway Advertising with proper "Copy" is the most economical means for marketing practically every article of staple demand.

\* \* \*

Especially is this true of St. Louis.

This City has the finest street car system in the world, and the one best adapted to the display of advertisements.

The brilliant interior illumination of the cars at night means that the street car sign is before the public six hours after all other media of advertising have gone out for the day.

The thousands of places of amusement, of recreation, of worship, the parks, cemeteries and suburbs are reached by the street car.

All cars (with few exceptions) converge to the great downtown business, shopping and theatre district.

The St. Louis cars carry an average of 890,000 passengers daily, 26,700,000 monthly, 320,400,000 yearly.

They afford the only medium by which you can reach all the people all the time with a big 11 x 21 inch advertisement of your goods in colors—

—At a cost of only about 3½ cents per year for each family in St. Louis.

Yet the cost of a "full run" of 1050 cars (every car in the city and suburbs) for a twelve months' contract is only about \$14.00 per day.

\* \* \*

This Company has owned and controlled ALL Street Railway Advertising in St. Louis for nearly 25 years.

Our organization is in intimate touch with actual trade conditions. Our Trade Information Bureau is equipped to supply without cost detailed information on any line of business in St. Louis.

As a result of our personal acquaintance with Buyers for large St. Louis stores we are in position to render valuable assistance to our clients in placing their products here.

We maintain a high-class Copy Department including Writers and Artists specially skilled in the production of result-bringing street car cards. This service is free to our clients.

\* \* \*

Correspondence is solicited with every manufacturer who is interested in getting more business from St. Louis and the Southwest.

Our interesting Booklet "INSIDE INFORMATION REGARDING STREET CAR ADVERTISING IN ST. LOUIS," will be mailed on request. And we will be pleased to respond personally at any time or place to a request for personal interview.

## Western Advertising Company

EWING HILL, President

Third National Bank Building, St. Louis, U. S. A.



## Chicago Correspondence

Printers' Ink invites advertising men in the Chicago field to send interesting items and suggestions about advertising to the Chicago editorial office—Printers' Ink, 884 Tribune Bldg., Chicago.

*By Hanley Woolston*

Some men in the West who are foggy in their ideas will tell you that times are dull and that money is tight. That is because they close their eyes to what is going on around them. Many cities in the West are spending fortunes in advertising their towns. They want capital to come *now*. They want to be ready when the rush comes. The railroads are the straws that show the direction of this human stream and this path-way of profit.

\* \* \*

Look at the city of Gary, Ind., just outside the city of Chicago. The building of this city is so wonderful that its telling would sound to strange ears like a fable. The great United States Steel Company has appropriated almost \$150,000,000 for its steel mills. Here when they are in working force will be engaged between 15,000 and 20,000 men for this one industry alone. The other big plants moving into Gary will swell the total number of laborers to an enormous figure. These are facts, not fiction, and are things that are things of now.

What directs the attention of Western men to these things? The spirit of the West. This nameless something that makes one do things here that one does not do elsewhere. Many have been the remittance men and black sheep that have come into the West, and they in a few brief years were pointed to with pride as men who did things.

\* \* \*

The newspaper men and all manner of publicity men help along this central thought. Anything with honor that will pull the West on. The advertisers of note that are meeting with success are getting that success from the West. They might not all of them say so, but they all of them know so.

The advertising world in the West is undergoing a great change. In recent years many new men have arisen. Not all of them Western men by any means, but they are in the West and their ideas are mingling with those of the West and are making the great forward advertising movement possible. Old staid Daniel Booneism in advertising is rapidly disappearing. It is the *idea* now that tells, not the past performance by any means. The coin is here and it is up to the advertising man to get it out or he slips, that's all.

Some advertising men say that times are not as good as they were several years ago, but the papers are full of business. Talk with advertising agents and a great many of them say without boast that their business is booming. When they tell you otherwise they tell you something they don't believe or else some other fellow has crowded them from the trough.

\* \* \*

Many papers in the West have doubled and trebled their advertising in the past few years and each month shows a gain. This is the rule. These men are the winners. You will find them everywhere in the West, and this condition prevails not alone in the daily field but in all channels of print paper, and for that matter in all modes of publicity. I dare say that if you were to place an order with a press clipping bureau for development work in the West you could not do anything but read the clippings you received. This development work *means* development work, making something new. Something new means riches to those who had them not in the past, and these riches mean opportunity to advertising men of all calibers.

# A Discriminating Audience

***Readers of the Congregationalist  
Respond Quickly to the Claims of  
Genuine Merit***

For over ninety years we have consistently endeavored to instill and cherish an appreciation of sterling worth in art, literature, and standards of living.

As a result our constituency to-day insists upon quality. Our paper circulates among a class of people who know a superior article and will have no other.

IF this is the sort of commodity you are selling, it will be to your advantage to come into contact with the people among whom *The Congregationalist* circulates.

## The Congregationalist and Christian World

The oldest and most influential religious newspaper in America and the National representative of 6,000 Congregational churches.

*Prospectus and rates on application to*

**SAMUEL REIS, Advertising Manager**

**14 BEACON STREET  
BOSTON, MASS.**

**156 FIFTH AVENUE  
NEW YORK**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, June 2, 1909.

## Advertising a City

In our modern pride of advertising we may delude ourselves into believing that we are pioneers in advertising a city.

We are wrong. About seventy-five years ago Cincinnati was boomed by an advertising campaign outshining some of our present efforts, in clean-cut business method. Nicholas Longworth, progenitor of the present-day genial son-in-law of a famous personage, was at that time in possession of a group of seemingly hopeless hills along the Ohio. He couldn't sell them, he couldn't lease them, and he couldn't work them.

For a long time he studied the situation, and his mind traveled the same groove toward a solution that is traveled in so many present-day commercial difficulties—toward *advertising*. Longworth recalled the vine-clad terraces of the German Rhine, and he proceeded to use the only advertising medium which was worth much

in those days—the post-office—to bring viniculturists here.

He printed circulars and wrote letters to the full productive capacity of the little town of Cincinnati, and flooded the Fatherland with them. He told them exactly what he would want to know if he were in their place, describing soil, climate, living conditions, etc., and he offered them profitable employment and protection.

As a copy writer he must have been a winner, and the original reason why man, for how numerous the Germans responded is now a matter of history. Hundreds of thousands of Germans live in and about Cincinnati today.

If more cities with advantages would wake up and follow the example of Longworth or of Kansas City, whose splendid and resultful campaign is described in this issue, there would be a better adjustment of population and industry to the profit of all concerned.

There has been too much unprepared and harum-scarum advertising done by cities, which has resulted in no good. An effective campaign must be well *followed up*. Montgomery, Ala., several years ago, spent \$10,000 in advertising, and when results came in they were not organized to take care of them. Such a mistake is always fatal.

## Swiping Advertising Designs

It is quite evident from letters and other evidence coming into the office of PRINTERS' INK that there exists a great deal of "swiping" of advertisers' designs from prominent advertisers.

A particularly wholesale effort in this direction has been attempted with the new and bright designs of the New York Central newspaper ads. A great many small, and in some cases surprisingly large, real estate concerns throughout the country have, it is said, purloined these designs and used them.

One large New York concern

actually came to a prominent illustrating firm with pencil layouts for proposed designs, which were nothing else than a reproduction of the New York Central ads. It happened that this illustrating firm had also made the New York Central ads, and, therefore, indignantly refused to draw them over again from the lay-outs. A New York Central advertising man later called up this firm and sarcastically informed them that they need not trouble themselves to copy the ads, but invited them to come and get a number of unused designs in the same series.

PRINTERS' INK recently received a letter from C. M. Connolly, advertising manager of the Cluett, Peabody Company, accompanying a very obvious "swipe," which was very flagrant evidence of the boldness of advertising robbers.

It has become trite to inveigh against those who appropriate some other advertiser's efforts, and if the wholesale committance of such acts continues, as at present, there will need to be taken some measures for common defense.

### Artemas Ward Retires from Sapolio

Probably no living man in the advertising business has been so closely associated with its development and success as Artemas Ward, head of the firm of Ward & Gow (controlling New York subway and elevated advertising), but most widely known as the advertising genius behind Sapolio (Enoch Morgan's Sons).

On May 1st Mr. Ward completed twenty-five years of service with this concern, and resigned. In these twenty-five years Sapolio has from a very small concern reached to the very highest pinnacle of advertising success—a heavy, world-wide trade, international reputation, and the passing of its trade-mark name into common language. Sapolio is now often spelled with a lower case s, and has always been in a class by itself.

Mr. Ward must have been born with the advertising idea, for he has always exhibited a genius for it, from the time he entered the trade paper and advertising field. With his *Philadelphia Grocer* he enlivened trade journalism and was a pioneer in awakening manufacturers to advertising possibilities. When he undertook the advertising of Sapolio he made it in time by far the most universally known, to rich and poor, and the most universally quoted, of all the advertised products of the day. One thing he did that was perhaps the most sensational piece of advertising ever attempted before or since: He backed a doughty Maine skipper in his boast that he could cross the Atlantic in a 17-foot boat. With the word Sapolio on the sail, and the cheers of thousands, the nervy skipper set out on the reverse of the journey which Columbus had made exactly 400 years before. "I confess," says Mr. Ward, "that as he set sail I realized grave responsibility for what seemed to many like a suicidal journey, but there was something in the skipper's eye that had made me feel confident he would prove that adventurous seamanship did not end with Columbus. He sailed into the Italian harbor in time for the Columbus Centennial celebration—and with 'Sapolio' triumphant on his sail."

Mr. Ward's resignation from Sapolio is only because of his advancing years. "I am going to take an old man's ease," says Mr. Ward; "I confess that, before leaving Sapolio I carried away considerable silverware, and I am now going to be very generous to my aging bones." Mr. Ward will be remembered by many readers of PRINTERS' INK for his sprightly contributions, entitled "Stray Shots," some years ago.

**"Best" and "Worst" Ads** This week some one sends in as a "best" ad the very same copy that was entered as a "worst" ad.

The thing is not so incongruous as it looks at first glance. Both opinions are right—from their

viewpoint; and it all proves how many viewpoints there are to be taken into consideration in an advertising campaign. For this particular advertiser, in his secure position, such apparently philanthropic advertising is probably very good business—just as it is good business for a merchant like John Wanamaker to use advertising space to discuss public-spirited subjects—as described in last week's issue. An established advertiser can afford to be as broad as he chooses, if it is in the direction of the public's general benefit.

And yet from certain angles the ad is certainly open to criticism, and its unique place both among the best and the worst ads is deserved. That this can be true of a single ad should demonstrate the need for fitting every piece of advertising like a glove to all the considerations that have a bearing on success.

**A 400 Per Cent Increase** While PRINTERS' INK has always been the accepted medium between publishers and advertisers, it is highly gratifying to the new management to note the evidence in figures of the increase in appreciation of the advertising columns.

In May of 1908 PRINTERS' INK carried a total of 27¾ pages of advertising. In May, 1909, it carried a total of 110½ pages—an increase of just about 400 per cent over last year. It is probably no exaggeration to say that no publication of any kind has shown so phenomenal an increase in the same time.

PRINTERS' INK takes these figures to mean, besides endorsement for its new policies, a very healthy progressiveness among publishers and agents seeking advertising patronage. The lack of logic in the idea of *sending out circulars* to advertisers arguing that they should *stop using circulars* and use publications, is undoubtedly striking more and more publishers, with the result that they are using PRINTERS' INK instead.

There is plenty of evidence also

that PRINTERS' INK has greatly progressed editorially and is supplying advertising men each week with highly practical information. The following letters, out of one day's mail, are but a few of many received regularly, written in a similar vein:

2502 PENNSYLVANIA AVE.,  
BALTIMORE, MD., May 21, 1909.  
*Editor of PRINTERS' INK:*  
How much better are you going to make PRINTERS' INK? I used to *glance through* it, now I *read* it—every darned thing in it. And I know several other advertising men who could truthfully say the same thing. Prosperity to you.  
JEROME P. FLEISHMAN.

PACIFIC BUILDER AND ENGINEER,  
SEATTLE, WASH., May 20, 1909.  
*Editor of PRINTERS' INK:*  
We watch for the coming of PRINTERS' INK, and among the great number of papers reaching our office, your publication is the one we always take time to read each week—reading the others only if time permits. You have certainly improved your paper.  
J. P. FULLER.

#### BILLPOSTERS' CONVENTION.

A meeting of the joint business building committee of the Associated Billposters was recently held to organize means for the future development of bill-posting.

The nineteenth annual convention of the entire organization will be held, commencing July 12th, at Atlanta, Ga. Three thousand or more members of the organization, the advertising agencies officially representing the organization, poster printers and others will be present. Invitations have also been extended to every national advertiser and to the publishers of trade papers.

M. D. Hunton has resigned as business manager of the New York *American* to re-enter the foreign advertising field as Eastern representative of the Chicago, Los Angeles and San Francisco *Examiners*. Because of his success in the foreign field Howard Davis has been given charge of the foreign advertising for the New York *American*, such a department being created for him.

The Philadelphia *Press* has received many commendations from Philadelphia advertisers for its plan in publishing sworn statements of circulation.

The Philadelphia *Bulletin* has issued a very timely advertising post card on which is reproduced an accurate map of Roosevelt's African tour.

R. R. Finley, who has been with the Grandin Advertising Agency, Battle Creek, Mich., since its organization, has recently resigned to accept a position with the Clague-Painter-Jones Company.

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# ABOUT ONCE IN A COON'S AGE

a magazine is forced to go to press the second time on one issue.

The second edition of a magazine presents annoying and expensive mechanical difficulties which the publisher will avoid unless forced to such action by an exceptional demand.

So that the second editions of magazines are very rare.

# HAMPTON'S Magazine

for June was published on Tuesday, May 18th.

On Friday, May 21st, the stock of the wholesalers and the publisher's reserve stock was sold out entirely.

On Saturday, May 22d, the second edition went to press.

On Saturday, May 29th, the second edition was entirely sold out. No more Junes could be printed—the presses were needed for an extra large edition of July.

Advertisers who are using HAMPTON'S are receiving a more rapidly increasing and a better *business* grade of magazine circulation than they can buy anywhere else for the money.

HOWARD P. RUGGLES  
Western Advertising Manager  
1638 Tribune Building, Chicago

WILLIAM L. COLT  
Manager Advertising Department  
66 West 35th Street, New York

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## McCANN'S HATS MADE FAMOUS IN NEW YORK BY OUTDOOR SIGNS.

A UNIQUE SUCCESS BY AN ADVERTISER WHO BELIEVES IN ADVERTISING, AND HAS SPENT MONEY LIBERALLY FOR YEARS ON POSTERS AND PAINTED SIGNS.

"We were on the Bowery when Broadway was a cowpath and we are still there!"

This striking slogan appears on a still more striking eight-sheet poster advertising "McCann's Hats," which is now attracting attention in many parts of New York city. On Manhattan's great East Side McCann's hats are better known than the Dunlap and Knox makes and all because Bernard J. McCann, the man who has sold them for more than thirty years, is a shrewd and successful advertiser, extensively using outdoor space.

Mr. McCann's store is at No. 210 Bowery. Obviously this is not the most accessible part of New York for retail buyers and it has grown more inaccessible in recent years. Yet by a wise use of advertising space, in which billboards and painted signs have played a large part, this Bowery hat merchant has been able not only to hold the greater part of his trade of former days, but also to attract hundreds of new customers.

The poster now being used to tell about McCann's hats in a five weeks' campaign, shows a fanciful Broadway scene. The Flatiron Building looms in the foreground and long lines of stores stretch away southward. The streets are deserted except that in Broadway, in place of the car tracks, runs a long country lane. Along this are groups of cows placidly cropping the green grass at their feet, several of the most lifelike of the lot browsing at the doors of the Flatiron itself.

Bearing in large yellow letters the words, "McCann's Hats, 210 Bowery, near Spring street," and the slogan above quoted in smaller display, the poster is extremely ef-

fective. It is one of the most novel and pointed New York's signboards have carried in some time. It's so good, in fact, that it is quite conceivable that a man who has been buying his hats uptown for years might easily be led to go to the Bowery and do business this season with Mr. McCann merely to express his appreciation of the refreshing note the poster strikes.

"This poster will probably draw ridicule from some and laughter from others," says Mr. McCann, "but after all, that's publicity, and it's publicity that I want. It's better to be ridiculed or denounced than to have people keep silent about you."

The cow-Flatiron posters are being used all over New York's East Side, in the Bronx, Mt. Vernon and in Brooklyn and nearby sections of Long Island. This is the district in which Mr. McCann believes he has a chance. He considers that he can till this particular hat-trade soil better with billboard advertising than in any other way. "I place most reliance in the billboard," says he, "because in using it I can pick my territory and because through its use I can best place my announcements before the people I want to reach."

Painted signs are also used in keeping McCann's hats before the public and so are the newspapers. Mr. McCann, who started in business near his present location in the late 'seventies, got his start in advertising by 'going into' the picnic and annual ball announcements of some of the East Side 'social' clubs. The cost was a few dollars a week, but he found it paid, as it brought him the friendship and trade of the young men in the district.

Mr. McCann's first venture into a medium intended for general circulation was when he went into *Puck* in the early days of that publication. "I remember," said he, "what a lot of persuasion it took the solicitor to get me. I finally gave him a contract for a brief reading notice. It cost me \$150 a year. He was elated to get it, declaring it was the first



"big ad" he had got." The old *Daily News*, then New York's only one-cent paper, also carried the McCann's ad in a short reading notice on its front page for a long time. Mr. McCann is a believer in the reading notice and his newspaper ads, in the English papers especially, invariably take that form.

His newspaper advertising nowadays goes into a number of the leading dailies and into the German, Jewish and Italian papers reaching the sections best suited to his purpose. He has also used theatrical programmes for years both in Manhattan and Brooklyn and considers he has got good results from them. He uses the Lee Lash Curtain Co.'s theater curtains also very extensively.

Mr. McCann believes in using plenty of white space and as few words are possible. "I sometimes think these ads that have so much to say," he declares, "are read more by advertising men themselves who are looking for points than by the people they are meant to reach."

"As to the general results from all my advertising, I am sure of them. I couldn't have built up my business as I have if I had not advertised. And yet I have never spent more than \$7,800 in any one year. Generally it is considerably under that."

#### RUBBING IT IN.

Boston, May 12, 1909.  
The enclosed reproduction of a Boston photographer's announcement may prove interesting to your readers, as showing how easy it is to become self-satisfied when living in the "Hub of the Universe."

#### NOTICE.

"There must be evolution or stagnation."

For the benefit of a few people who do *know* or appreciate artistic pictures or (perhaps?) do not care to pay my prices I say—*Do not come in.*

Discriminative and appreciative people are always welcome as visitors.

Very respectfully,  
HENRY HAVELOCK PIERCE.

At the Wisconsin Bankers' Association's annual meeting, L. S. Hanks, president of the State Bank of Madison, made a strong address in favor of more bank advertising.

The Topeka *Capital* recently organized a Marathon race, which was a great success. Arthur Capper offered three gold medals and many merchants offered special prizes. Twenty-five thousand people watched the race run by forty-two contestants. Mr. Capper says it was one of the best advertisements the *Capital* ever had.

The Winnipeg Advertising Men's Club had an interesting banquet April 16th, at which W. J. Simpson, a prominent Winnipeg merchant, argued very strongly for consistent and persistent advertising. Chas. O. Smith, of the advertising agency firm of McConnell & Ferguson, discussed the business getting value of advertising, and the part the newspaper plays in it.

A clever Minneapolis real estate dealer who writes his own ads for the Sunday papers used the expression "these lots will be sold without persiflage" and lost several sales thereby. Prospective buyers thought he was holding out something that ought to go with the lot, and hereafter he will write his ads in plain United States language.—St. Paul *Pioneer Press*.

## THE QUESTION

LET US HELP  
YOU PLAN YOUR  
VACATION.

### DON'T DECIDE

Where you will spend your outing  
until you send for a copy of

**NEW ENGLAND  
VACATION  
RESORTS**

FREE FOR THE ASKING.

Tells (Where To Go  
you (Where To Stay  
What To See

and gives all details as to  
costs and accommodations.

WRITE TO-DAY.

Address

Drawer 150.

Passenger Dept.,  
North Station,  
Boston, Mass.

BOSTON  
MAINE  
PORTLAND



## POOR AND SILLY CLOTHING ADVERTISING.

### Editor of PRINTERS' INK:

The amount and variety of clothing class of advertising seems to have grown enormously within the past few years. We need only recall the startling page, and even two-page, layouts in the New York daily papers just before Easter, to realize that these people are apparently willing to finance the biggest individual advertising stunts that are handled by the daily papers.

But the acute competition which seems to exist among clothing manufacturers, coupled with certain weird ideas as to what really constitutes the integuments of a gentleman, has produced what certainly appears to me as being the most ludicrous copy that we are to-day getting in the ad field.

For example, what could be more titillating than the enclosed announcement of Messrs. Rosenberg Bros. & Co., of Rochester, N. Y. I honestly believe that if a young man should appear, in the rural districts at least, attired in so bizarre a fashion, he would be immediately "pinched" and his captors would then get into touch with the nearest Home for the Mentally Deficient. When I observe the combination of pumps, postage-stamp cap, walking-stick and sassy cigarette, in conjunction with this travesty of an English walking-suit, I can certainly say with Josh Billings: "This is 2 mutch." The name "Fad Clothes" is in itself repellant to any normal individual.

Another refreshing example of this sort of thing is in the accompanying ad of Alfred Decker & Cohn. Imagine any sane individual of apparently about fifteen years of age, appearing upon the public highway in a combination of white English spats, cane and a hat which bears every evidence of having been snatched from some "Weary Willie" as he emerged from a side-door Pullman. We might excuse the spats, but why, oh why, the hat? You will also observe that the purchasers of "Society Brand" clothes are promised a permanent crease (patented) in their trousers. I wonder if they starch them!

Some months ago, I observed in the columns of the *Saturday Evening Post* the advertisement of a clothing manufacturer who, in decrying this sort of thing, reproduced what he indicated was a composite of a lot of such freak clothing ads. It was certainly rich, and I think the advertisement ought to have done him some good in the eyes of retail merchants.

R. C. PEACOCK.

The St. Louis *Times* claims to have carried 84 columns more advertising in April, 1909, than last year, which is a good record for a two-year-old newspaper.

R. J. Shannon has been appointed representative of the Mexico City (Mexico) *Daily Record*, which is the largest English paper in Mexico, and is to be enlarged shortly.

## MUST HAVE TWO COPIES.

CHAPMAN ADVERTISING CO.

PORTLAND, ORE., May 22, 1909.

Editor of PRINTERS' INK:

Will you kindly enter our order for an additional issue of the Little School Master weekly. Your publication is the greatest advertising educator I ever saw and by the time I tear out pages to send to parties whom I know will be interested and instructed, I don't have much left for myself, hence my order herewith for two copies instead of one. You deserve a great success.

F. I. GOLLEHUR,  
Manager.

J. Stanley Voorhees, of Voorhees & Co., specialists in bank advertising, has been awarded a patent for an interchangeable locking type border, which is arranged to readily connect the border pieces with each other and hold them securely in place.

Franklin P. Alcorn has been appointed Eastern representative for the Superior, Wis., *Telegram*.

## German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German Families consume that you reach by advertising with us. Rate, 30c. flat. Why not let us run your ad in the

**Lincoln Freie Presse**

LINCOLN, NEB.

THE LEADING THEATRICAL WEEKLY

**VARIETY**

The only theatrical paper reaching the desirable class of readers.

Publication Office  
1536 BROADWAY, NEW YORK CITY

Buyers—Simon pure buyers—every one of the 6,100 subscribers of the *Washington (Pa.) Record*.

Nowhere in the country is there a better wealth-producing, commodity-buying class as here. No idle men. Great coal, coke and manufacturing industries, rich agricultural district—prosperous, wealthy, citizens active and retired. Rates on request.

## PRESERVE "PRINTERS' INK"

and other journals of value by using the "American" Magazine Binder, inserts kept clean, convenient and consecutive without piercing or punching. Printers' Ink binder 65c., prepaid, remit with order. Made in any size or thickness for any purpose. BALL-CURTIS PUBLISHING CO., 915 Security Block, Minneapolis.

The San Antonio, Tex., *Light* has absorbed the *Gazette* of that city. It has also been elected to membership in the A. N. P. A.

The publishers of the Reno, Nev., *State-Journal*, have appointed F. P. Alcorn, New York, Eastern representative of that paper.

## — TO — Manufacturers of Toilet Articles.

No class of women purchase more toilet articles than the women of the stage. They buy the best, for cheap toilet articles are not reliable.

For the advertising of toilet articles you cannot get a better advertising medium than a theatrical publication. The leading theatrical paper is the

## NEW YORK CLIPPER

Send for a copy to  
The Frank Queen Publishing Co., Ltd.  
NEW YORK.

ALBERT J. BORIE, General Manager.

## "A Daily Newspaper for The Home" The Christian Science Monitor

OF BOSTON, MASS.  
Every Afternoon Except Sunday

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

*Advertising rates furnished on application.*

## I Can Tell You of an Advertising Man Who Actually Delivers the Goods

He is a forceful copy writer—is competent to manage the Service Dept. of an Advertising Agency, or to conduct the Advertising Dept. of a manufacturer. He has had the experience and knows how. It isn't often such a man is available. If you want to get in touch with him write me. "H." care PRINTERS' INK, 12 W. 31st St., New York.

# Corpus Christi Herald

Leading Morning Paper of Southwest Texas Gulf Coast  
"THE NEW COUNTRY"

The Herald has passed its first year successfully and is ready for new business

*Write for contract rates*

W. BARRAN LEWIS  
PUBLISHER  
Corpus Christi Texas

## — 9,059-Word Business Book Free

Simply send us a postal and ask for our free illustrated 9,059-word Business Booklet which tells how priceless business experience, squeezed from the lives of 112 big, broad, brainy business men may be made yours—yours to boost your salary, to increase your profits. This free booklet deals with

- How to manage a business
- How to sell goods
- How to get money by mail
- How to buy at rock-bottom
- How to collect money
- How to stop cost leaks
- How to train and handle men
- How to get and hold a position
- How to advertise a business
- How to devise office methods

Sending for this free book binds you to nothing, involves you in no obligation, yet it may be the means of starting you on a broader career. Surely you will not deny yourself this privilege, when it involves only the risk of a postal—a penny! Simply say "Send on your 9,059-word Booklet." Send to SYSTEM, Dept. 108-B, 151-153 Wabash Ave., Chicago

## GRAND RAPIDS ADVERTISERS.

GRAND RAPIDS, May 25, 1909.

Editor of PRINTERS' INK:

I enjoyed Mr. Strauss' article on trade-mark manufacturing centers very much indeed. I never read a more suggestive article in any magazine at any time.

I'm sorry you didn't take space to name Grand Rapids advertisers but I'll do it for you hoping your readers may be interested.

Adams & Hart, motor cars; Adjustable Table Company, Alabastine Company, Austin Auto Company, Anti-Kalsomine Company, Bissell Carpet Sweeper Company, Caloric Fireless Cook Stove Company, Cauffield Company (filing systems), Doring Art Glass Company, Bishop Wholesale and Retail Furniture Company, Berkey & Gay Furniture Company, Eureka Skirt Mark Company, Fox Typewriter Company, Grace Furniture Company, Grand Rapids Clock and Mantle Company, Grand Rapids Furniture Mfg. Company, Grand Rapids Gas Engine & Yacht Company, Grand Rapids Refrigerator Company, Gunn Furniture Company, Haney School Furniture Company, Harold Steel Range Company, Imperial Furniture Company, Inner Shoe Tire Company, Klingman's Sample Furniture Company, Tubeck Auto Company, Macey Company (furniture), Royal Furniture Company, Retting Furniture Company, Sintz Wallin Company (motor cars), Thum O. & W. Co. (Tanglefoot fly-paper), The Wagemaker Company (furniture), Voight Cereal Company (Cream Flakes).

GEORGE F. KEPPEL.

## THE CHICAGO "OFF THE STREET" CLUB.

The annual ball game under the auspices of the Chicago Advertising Association and for the benefit of the Off-the-Street Club, takes place on June 26th, and every Chicago advertising man who is not present will have to give some good reason for failing to be there. Of course, if he happens to have bought five or ten dollars' worth of tickets his apology will likely be accepted, but to neither go, nor contribute is going to put him in bad for some time to come.

Outside of the ball game itself a large number of special attractions are being provided. The famous band of the Chicago Advertising Association is actively rehearsing and they are now able to play "Mandy Lane" and another piece so that they are easily recognized. The Coca-Cola squad and the popcorn squad are exercising their lungs and promise to break all records in the sale of these very necessary adjuncts to an afternoon ball game. And dignified solicitors of high-class publications will be seen arrayed as butchers selling cracker-jack at a quarter a package with a prize in every package, and Coca-Cola, of which a sufficient number of glasses is guaranteed to quench your thirst for all time to come. The weather has already been provided for.

## BRISBANE ON ADVERTISING.

In a long editorial in the New York Journal recently, Arthur Brisbane, who frequently expresses his interest in advertising, editorially says:

"Advertising is the most modern and powerful agent in the greatest modern task, which is *distribution*. Every intelligent American must be interested in advertising; for, be sure, of this, if you ever succeed you *will need to know about advertising*. And if you don't know about advertising your success will never be more than a small fraction of what it might have been."

"The manufacturer must know how to make good goods. The advertising specialist must know how to convince the public that the manufacturer is making good goods."

"There is as much difference between manufacturing goods and advertising them as there is between building an opera house and doing a ballet dance."

The Beloit, Wis., *Daily News* on April 20th carried a four-page grocery advertisement for the McGavock Grocery Company, which, it claims, is about the largest grocery ad ever carried. The grocery firm has developed its business most successfully with the use of daily newspaper advertising, and is a particularly strong believer in advertising. The *News* carried 1,900 inches of paid matter in that issue.

## The Man Looking for the Position The Manufacturer Looking for an Advertising Man

Can get together through PRINTERS' INK. A dozen prominent advertisers want high-priced advertising managers now—read their ads in PRINTERS' INK. Every live advertising man who wants another position makes his wants known through PRINTERS' INK.

If you want a position or want to employ an advertising man, try a PRINTERS' INK Classified ad.

## The "Best Ad" Contest

Printers' Ink offers a cash prize for "Best Ad" examples of national newspaper or magazine advertising which have appeared within 3 months. Send in examples, with a short letter telling why the ad is the best advertising.

NO. 11.

4767 LANGLEY AVE.,  
CHICAGO, ILL., May 10, 1900.

Editor of PRINTERS' INK:

The enclosed clipping shows a unique way of presenting a line of goods. A revolver pointed at you is sure to attract some attention. The name of the revolver and a picture of it in the front

### SMITH & WESSON

*The Thoroughbred of the Revolver World*

The use of the Smith & Wesson is more than a national use. In every quarter of the globe, wherever revolvers are used and sold, share the Smith & Wesson is the weapon most favorably known. Its appeal is based on worth and quality, not on price. Its greater cost is amply returned in the greater dependability and safety of the perfect arm. You pay more for the Smith & Wesson, because you get more.

Quoted when needed by the United States Government in evidence, the following is the testimony of the United States Marshal, Chicago, Ill., dated July 10, 1898: "The Smith & Wesson revolver is the most reliable and best of all revolvers."—Chicago, Ill., July 10, 1898.



PAPER: CHARTER: 1111 North Dearborn, St. Paul, Minn., Ill.

SMITH & WESSON - 13 Southbridge St. - SPRINGFIELD, MASS.

NO. 11.

view, with enough reading matter to present its quality, give the whole composition of the ad individual attractiveness.

The cut wins the attention of any person turning the leaves of the advertising section of a magazine and the name draws the reader's thought to the literature of this particular revolver.

Three vital points make it stand out: name, cut, and trade-mark.

ALFRED B. BURY.

NO. 12.

1657 THIRD AVENUE,  
NEW YORK, April 21, 1900.

Editor of PRINTERS' INK:

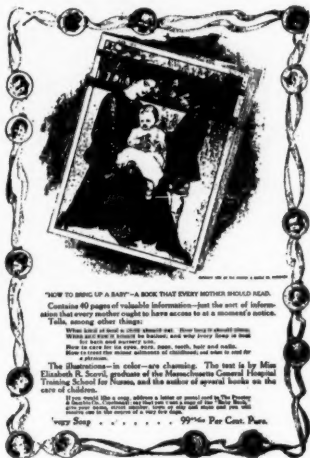
I am taking the liberty of submitting an ad for the "Best Ad Contest" which one of your readers entered in the "Worst Ad Contest." I hope the former critic will not be sore at me for expressing so contrary an opinion, or at you for printing my opinion.

I believe the strength of the ad lies in the fact that it aims to "get in solid" with the mother; to make her friendly toward Ivory Soap; to establish a confidence between them.

The copy is entirely suggestive; it makes the woman feel that she is being

granted a favor by obtaining the book, instead of complying with a request.

The type, the wording, the fact that the text of the book is by an authority on the care of children, all appeal to



NO. 12.

mothers, especially the more refined ones.

The drawing is excellent, and the border pleasingly unique.

MILWARD PICK.

NO. 13.

MILWAUKEE GAS LIGHT CO.

MILWAUKEE, May 8, 1900.

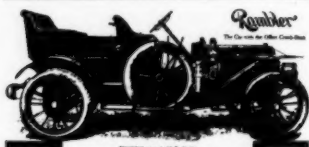
Editor of PRINTERS' INK:

Among the hundreds of automobile ads now current in the magazines, this Rambler ad, to my mind, stands out as an example of simple strength.

The combination of effective illustration of the machine, the use of the eye-catching circle for confining the argument, and the selection of sensible, strong type (Plymouth or some similar series) for a catch line, and Roman for body, have produced an effect which cannot be quarreled with. Used in any space, this design dominates.

An analysis of the copy shows a subtle exposition of the vital appeal of the Rambler proposition, viz., high-class workmanship and material, low cost.

I note that the Rambler's special features, the Spare Wheel and the Off-set Crank Shaft are also featured to

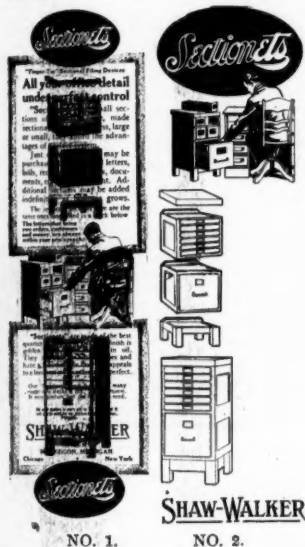


# COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

It sometimes improves an ash-can to plaster a theatrical poster on it, but it doesn't help a hand-some piece of office furniture to print advertising matter across its face.

Of late the entire advertising field has been covered with a mass of arrows of all shapes, sizes and different degrees of curvature. Now comes the Coca-Cola Company with the advertisement shown here and others of a similar nature with the evident purpose to annex for its own benefit all the arrows in the advertis-



Shaw-Walker Sectionettes are undoubtedly bright and elegant in their natural state, but they present a far different appearance in the advertisement marked No. 1. Also the reading matter is indecipherable, which is a rather important consideration.

The illustration marked No. 2 utilizes the same space in a manner which separates the picture part from the portion of the advertisement intended for type. The two never mix any better than oil and water, but somebody keeps trying it every little while just as if that fact had not been proved a thousand times.

Whenever  
you see an  
Arrow

Think of

**Coca-Cola**

DELICIOUS — REFRESHING  
THIRST-QUENCHING  
5c.  
Everywhere

ing business! If he succeed he'll have a lot of business, for there are an endless variety of them.

This might seem like an audacious idea but no one can deny that it is pretty good. By the way, the arrangement of this little advertisement is an excellent example of intelligence in using a limited space.

\* \* \*

It is very evident at first glance that there is something the matter with this Detroit & Cleveland Navigation Co. advertisement. A close examination shows that the trouble lies with the solid black background. It is so heavy that it holds the eye, to the exclusion of everything else. The boat doesn't show up and the inclination is not to read the small type in the mortise.



If this border were gray instead of black, if it were narrower or if the type in the mortise were heavy enough to stand up under the burden which the present border imposes the effect would be much better.

Furnace—looking very cold and lonesome.

The scene is not a very inspiring one—the attorney for the defendant is making an effort to seem excited, but everybody else finds the proceedings most dull and uninteresting.

**D & C The Great Lakes Trip**  
LAKE LINES


All the important ports on the Great Lakes are reached regularly by the excellent service of the D & C Lake Lines. The ten large steamers of this fleet have all the qualities of speed, safety and comfort. The D & C Lake Lines operate daily trips between Buffalo and Detroit, Cleveland and Detroit, four trips per week between Toledo, Detroit, Mackinac and wayports, and two trips per week between Detroit, Bay City, Saginaw and wayports. A special steamer will leave Cleveland twice a week direct for Mackinac, stopping only at Detroit every trip and at Goderich, Ont., every other trip. Send two cent stamp for illustrated Pamphlet and Great Lakes Map. Address: L. G. Lewis, G. P. A., Detroit, Mich.

P. M. McVILLAN, PRESIDENT  
A. ASCHANTZ, GEN. MGR.

THE COAST LINE TO MACKINAC

RAIL TICKETS available on all Steamers

**DETROIT & CLEVELAND NAV. CO.**



The Nemo Corset is being advertised quite heavily in the newspapers after the manner of the advertisement here reproduced. An attempt is made to show summer views on land and sea in connection with the picture of the corset itself.

The combination of corsets and summer resort pictures is a bad one. Women who are thinking about corsets are not interested in hills, valleys and the seashore.

The idea is, of course, that the Nemo is a good corset to wear in vacation time, but the thought is not one which can be conveyed, emphasized or made more convincing by a picture of this kind.

This Hess Furnace advertisement is a rather queer thing. To illustrate the exciting phrase: "On Trial" we are shown an entire courtroom, including judge, stenographer, lawyers and jury. Up in the corner there is a Hess

INDISPENSABLE THIS SEASON FOR REAL SUMMER COMFORT

**NEMO BATISTE CORSETS**

№ 320 \$3.92

**SELF-REDUCING**

**Your Corset Must Be Long This Season—But It Needn't Be Heavy**

NEMO BATISTE, made specially to our order, is as strong and durable as corset, but not nearly as heavy. And it is a good conductor of heat—carries off perspiration, keeps you cool and comfortable.

A Model for Every Figure—Slender or Medium:

<b>Self-Reducing</b> \$3.44, \$5 & \$10 For Slender Women	<b>Back-Resting</b> \$3.50 "It Buys You Back"	<b>Military Belt</b> \$3.00 For Slender and Medium
<b>Willow-Shape</b> \$5.00	<b>Swiss-Shape</b> \$2.00 and \$3.50	<b>Dress-Adjusting</b> \$3.00

The Answer of Shrink-Resistant For Slender and Medium

EVERY NEMO CORSET is a patented specialty which does something for you that no other corset can do—there's no substitute and not even a good imitation. Perfect style and hygienic comfort.

Sold in Good Stores Throughout the World. **509 S. 5th St., Minn., New York**



The plan of offering a furnace on free trial is a good one, but it isn't necessary in order to bring out that offer to drag the furnace

**On Trial**

Our Unusual Free-Trial Offer

Hess Warming & Ventilating Co.



to court and inferentially accuse it of all the crimes of which furnaces are generally guilty.

# A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent **PRINTERS' INK** a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. **PRINTERS' INK's** Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



**PRINTERS' INK's** Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by **Printers' Ink Publishing Company**, who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

**Anniston, Evening Star.** Quantity and quality circulation; leading want ad. medium.

**Birmingham, Ledger,** dy. Average for 1908, 19,370. Best advertising medium in Alabama.

**Montgomery, Journal,** dy. Aver. 1908, 9,733. The afternoon home newspaper of its city.

## ARIZONA

**Phoenix, Republican.** Daily aver. 1908, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## CALIFORNIA

**Sacramento, Union,** daily. The quality medium of interior California.

## COLORADO

**Denver, Post,** has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 68,467.

☛ This absolute correctness of the latest circulation rating accorded the **Denver Post** is guaranteed by the publishers of **Rowell's American Newspaper Directory**, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT

**Bridgeport, Morning Telegram,** daily average for Jan., 1909, sworn, 12,027. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

**Meriden, Journal,** evening. Actual average for 1907, 7,743; average for 1908, 7,726.

**Meriden, Morning Record and Republican.** Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

**New Haven, Evening Register,** daily. Annual sworn average for 1908, 15,864; Sunday, 12,667.

**New Haven, Leader.** 1907, 8,727. Only ev'g Republican paper. J. McKinney, Sp. Agt. N.Y.

**New Haven, Palladium,** dy. Aver. '06, 9,549; 1907, 9,570.

**New Haven, Union.** Average 1908, 16,326; E. Katz, Special Agent, N. Y.

**New London, Day,** ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

**Norwalk, Evening Hour.** Average circulation exceeds 3,450. Sworn statement furnished.

**Waterbury, Republican.** Average for 1908, Daily, 6,326; Sunday, 6,243.

## DISTRICT OF COLUMBIA

**Washington, Evening Star,** daily and Sunday. Daily average for 1908, 26,762 (©©).

## FLORIDA

**Jacksonville, Metropolis.** Dy. av. Mar., 1909, 12,910. E. Katz, Special Agent, N. Y.

**Jacksonville, Times-Union.** Ap. dy. 17,584; Sun. 19,740. Benjamin Kentnor Co., N.Y. Chf. Sp. A.

## GEORGIA

**La Fayette, Messenger.** Weekly. Average circulation, 1908, 2,541.

## ILLINOIS

**Belvidere, Daily Republican** entitled to Roll of Honor distinction. Need more be said?

**Champaign, News.** Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

**Chicago, Breder's Gazette,** weekly. \$2. Average for 1908, 74,242.

Chicago, *Dental Review*, monthly. Actual average for 1907, 4,818; for 1908, 4,097.



Chicago *Examiner*, average 1907, Sunday 628,812, Daily 166,342, net paid. The Daily *Examiner* guarantees advertisers a larger city cir. than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT. The *Examiner's* advertising rate per thousand circulation is less than any morning newspaper West of New York.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Chicago, *Journal Amer. Med. Ass'n.*, weekly. Av. for '08, 53,978; Jan. to April, '09, inc., 54,330.

Chicago, *Record-Herald*. Average 1908, daily net paid exceeding, 141,000; Sunday net paid exceeding, 137,000. It is not disputed that the Chicago *Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Galesburg, *Republican-Register*, Eve. Jan. av. 6,709. Double circulation other Galesburg daily.

Joliet, *Herald*, evening and Sunday morning. Average for 1908, 8,808.

Libertyville, *Business Philosopher*, mo.; mercantile. Av. 1908, 16,808. A. F. Sheldon, Ed.

Peoria, *Evening Star*. Circulation for 1908, 20,911.

## INDIANA

Evansville, *Journal-News*. Av. 1907, 12,133. Sundays over 18,000. E. Katz, S. A., N. Y.

Notre Dame, *The Ave Maria*, Catholic weekly. Actual net average for 1907, 24,112.

Princeton, *Clarion-News*, daily and weekly. Daily average 1907, 1,877; weekly, 2,641.

South Bend, *Tribune*. Sworn average year ending Dec. 31, '08, 9,329. Best in No. Indiana.

## IOWA

Burlington, *Hawth-Eye*, daily. Average 1908, 9,139. "All paid in advance."

Davenport, *Times*. Daily aver. April, 16,532. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, *Capital*, daily. Lafayette Young, Publisher. Circulation for 1908, 42,921. Rate 70 cents per inch, flat. If you are after business in Iowa, the *Capital* will get it for you. First in everything.

Dubuque, *Times-Journal*, morning and eve. Daily average, 1907, 11,349; Sunday, 13,545.

Washington, *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

## KANSAS

Hutchinson, *News*. Daily 1907, 6,670; first 5 mos. 1908, 4,787. E. Katz, Special Agent, N. Y.

## KENTUCKY

Harrodsburg, *Democrat*. Best county paper, best circulation; largest county paper, largest cir.

Lexington, *Herald*. D. av. 1908, 7,194. Sunday, 8,258. Week day, 7,006. Com. rates with *Gazette*.

Lexington, *Leader*. Av. '07, evening 5,390. Sun. 7,102; for '08, eve'g, 5,446. Sun. 8,878. E. Katz.

Louisville, *The Times*, evening daily, average for 1908 net paid 43,940.

## MAINE

Augusta, *Comfort*, monthly. W. H. Gannett, publisher. Actual average for 1907, 1,394,431.

Augusta, *Kennebec Journal*, daily average 1908, 8,826. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1908, daily 10,070; weekly, 28,727.

Phillips, *Maine Woods*, weekly. J. W. Brackett Co. Average for 1908, 7,977.

Portland, *Evening Express*. Average for 1908, daily 14,451. Sunday *Telegram*, 10,001.

## MARYLAND

Baltimore, *American*. Daily average for 1908, 74,702; Sunday, 92,879. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1908, 56,395. For April, 1909, 57,183.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Evening Transcript* (C2). Boston's tea table paper. Largest amount of week day ad.



Boston, *Globe*. Average 1908, daily, 176,297; Sunday, 319,790. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,869,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.



Boston, *Traveler*, Est. 1826. Sworn daily average circulation for April, 1909, 99,845. The *Traveler* is the progressive evening paper of Boston, which is making the largest gains in both circulation and advertising in its field. The character of its circulation and the quality of its readers insure results to advertisers. No questionable medical or financial copy accepted.



**THE Boston Post**, Sunday av. 1908, **238,846**, gain of 12,083 over 1907. Daily average 1908, **255,534**, gain of 11,554 over 1907.

Only three Sunday newspapers in the country—outside of New York City—exceed the circulation of **The Boston Sunday Post**.

Only one morning newspaper, and that in New York—exceeds the circulation of the **Boston Daily Post**. Not over two evening newspapers in the country outside of New York—and only two there—exceed its circulation.

In daily display advertising **The Boston Post** leads its chief competitors, the **Globe** and **Herald**. In Sunday display advertising, **The Boston Sunday Post** is second only to the **Boston Sunday Globe**. In agency advertising it leads all Boston papers, daily and Sunday. Rate 25c. per agate line.



**Human Life**, The Magazine About People. Guarantees and proves over **300,000** copies monthly.

**Gilston, Daily Item**, net average circulation for 1908, **8,099**.

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1908, **7,473**.

**Lawrence, Telegram**, evening, 1908 av. **8,949**. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. year 1907, **16,932**; 1908, average, **18,306**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

**Salem, Evening News**. Actual daily average for 1908, **18,232**.

**Worcester, Gazette**, eve. Av. 1908, **14,198** dy. Largest eve. circ'n. Worcester's "Home" paper.

**Worcester, L'Opinion Publique**, daily (©©). Paid average for 1908, **2,898**.

## MICHIGAN

**Detroit, Michigan Farmer**. Read by all Michigan farmers. Ask any advertiser. **80,000**.

**Jackson, Patriot**, Average, Mar., 1909, daily **10,471**; Sunday **11,609**. Greatest net circulation.

**Saginaw, Courier-Herald**, daily. Only Sunday paper; aver. for 1908, **14,336**. Exam. by A.A.A.

**Saginaw, Evening News**, daily. Average for 1908, **19,886**; April, 1909, **20,560**.

## MINNESOTA

**Duluth, Evening Herald**. Daily average 1907 **23,993**. Largest by thousands.

**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average 1905, **87,187**; average for 1906, **100,266**; for 1907, **103,583**.

The absolute accuracy of **Farm, Stock & Home's** circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakota, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



**Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 1908, **28,281**.



**Minneapolis, Journal**, Daily and Sunday (©©). In 1908 average daily circulation evening only, **75,639**. In 1908 average Sunday circulation, **73,419**.

Daily average circulation for April, 1909, evening only, **72,409**. Average Sunday circulation for April, 1909, **73,210**. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance.) The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It is guaranteed to go into more homes than any other paper in its field.



**Minneapolis, Svenska Amerikanska Posten**. Swan J. Turnblad, publisher, 1908, **53,361**.

**CIRCULATION** **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday **Tribune** average per issue for the year ending December, 1908, was **68,200**. The daily **Tribune** average per issue for the year ending December, 1908, was **90,117**.



**CIRCULATION** **St. Paul, Pioneer Press**, circulates more papers by carrier than all other dailies in the city combined. Average daily circulation past eight months to May 1st exceeded **60,000**, sixty per cent. of which is in St. Paul. It publishes Morning, Evening and Sunday at one price. It has no news duplication: its readers need no other daily paper.



## MISSISSIPPI

**Biloxi, Herald**, evening. Average circulation for 1908, **1,095**. Largest on Mississippi Coast.

## MISSOURI

**Joplin, Globe**, daily. Average, 1908, **18,848**. E. Katz, Special Agent, N. Y.

**St. Joseph, New-Press**. Circulation, 1908, **38,320**. Smith & Budd, Eastern Reps.

**St. Louis, National Druggist** (©©), Mo. Henry R. Strong, Editor and Publisher. Average for 1908, **9,167**. Eastern office, 508 Tribune Bldg.

**St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1908, **104,708**.

## NEBRASKA

**Lincoln, Deutsch-Amerikan Farmer** weekly. **142,590** for year ending Dec. 31, 1908.

**Lincoln, Free Press**, weekly. Average year ending Dec. 31, 1908, **142,440**.

## NEW JERSEY

**Camden, Daily Courier.** Actual average for year ending December 31, 1908, 8,870.

**Jersey City, Evening Journal.** Average for 1908, 24,078. Last three months 1908, 25,021.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** Av. 1906, 13,237. Av. 1907, 20,270; last quarter yr. '07, av. 20,409.

## NEW YORK

**Albany, Evening Journal.** Daily average for 1908, 10,930. It's the leading paper.



**Brooklyn, N. Y. Printers' Ink** says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 82,286.

**Buffalo, Courier,** morn. Av. 1907, Sunday, 91,447, daily, 81,804; *Enquirer*, evening, 34,570.

**Buffalo, Evening News.** Daily average for 1906, 94,473; 1907, 94,843; 1908, 94,033.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1908, 5,132.

**Mount Vernon, Argus,** eve. Daily av. cir. year ending April 30, 1909, 4,817. Only daily here.



**Newburgh, Daily News,** evening. Average circulation entire year, 1908, 6,229. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

## NEW YORK CITY

**Army and Navy Journal.** Est. 1863. Weekly average, 3 mos. to March 31, 1909, 10,550.

**Baker's Review,** monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

**Clipper,** weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©).

**Leslie's Weekly,** 225 Fifth Ave., W. L. Miller, Adv. Mgr. 166,398 guaranteed.

**The People's Home Journal.** 868,416, mo. Good Literature, 444,500 mo., average circulations for 1907—all to paid-in-advance subscribers. F. M. Lupton, pub., Inc. Briggs & Moore, Westn. Reprs., 1438 Marquette Bldg., Chicago.

**The Tea and Coffee Trade Journal.** Average circulation for year ending Dec., 1908, 10,250 Dec., 1908 issue, 10,000.

**The World.** Actual aver. for 1907, Mor., 345,424. Evening, 405,172. Sunday, 483,336.

**Poughkeepsie, Star,** evening. Daily average for first five months 1909, 4,698; April, 5,391.

**Rochester, Daily Abendpost.** Largest German circulation in state outside of New York City.

**Schenectady, Gazette,** daily. A. N. Liecby. Actual Average for 1908, 16,760.

**Syracuse, Evening Herald,** daily. Herald Co., pub. Aver. 1908, daily 24,067; Sunday, 40,951.



**Troy, Record.** Average circulation 1908, 20,402. Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica, National Electrical Contractor,** mo. Average for 1908, 2,583.

**Utica, Press,** daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 15,374.

## OHIO

**Ashtabula, Amerikan Sanomat** Finnish. Actual average for 1907, 11,120.

**Cleveland, Ohio Farmer.** Leads all farm papers in paying advertisers. 100,000.

**Cleveland, Plain Dealer.** Est. 1841. Act. daily and Sunday average 1908, 78,291, April, 1909, 81,037 daily; Sunday, 104,341.

**Columbus, Midland Druggist.** The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

**Dayton, Journal.** 1907, actual average, 21,217.

**Springfield, Farm and Fireside,** over ¼ century leading Nat. agricult'l paper. '08, 463,714.

**Springfield, Poultry Success,** monthly av., 1908, 32,833. 2d largest published. Pays advertisers.

**Youngstown, Vindicator.** D'y av., '08, 10,000; Sy., 10,400; LaCoste & Maxwell, N. Y. & Chicago.

## OKLAHOMA

**Muskogee, Times-Democrat.** Average 1906, 5,514; for 1907, 6,659. E. Katz, Agent, N. Y.

**Oklahoma City, The Oklahoman.** 1908 aver., 26,955; April, '09, 31,646. E. Katz, Agent, N. Y.

## OREGON



**Portland, Journal,** has larger circulation in Portland and in Oregon than any other daily paper. *Portland Journal*, daily average 1908, 20,507; Feb., for 1909, 31,780. Benjamin & Kentnor Company, Representatives, New York and Chicago.



**Portland, The Oregonian,** (©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Apr. NET PAID circulation, daily, 37,936, Sunday average, 48,039.

## PENNSYLVANIA

**Chester, Times,** ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

**Erie, Times,** daily. Aver. for 1908, 18,487; Apr., 1909, 19,221. E. Katz, Special Agt., N. Y.



**Harrisburg, Telegraph.** Sworn average April, 1909, 16,109. Largest paid circulation in Harrisburg or no pay, Shannon, N. Y.; Allen & Ward, Chicago.

**Johnstown, Tribune.** Average for March, 1909, 12,226. Only evening paper in Johnstown.

Philadelphia, *The Bulletin*, net paid average for April, 1909, 287,077 copies a day. "*The Bulletin* goes daily (except Sunday) into nearly every Philadelphia home."

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 6,828.

Philadelphia, *Confectioners' Journal*, mo. Average 1907, 5,816; 1908, 5,517 (©).



Any paper can get the guarantee star of Printers' Ink—if it pays for it.

Any paper will be included in the Roll of Honor if it will tell the truth about its circulation.

But only a few papers have received the (©) gold marks of the American Newspaper Directory, indicating that advertisers value these publications more for the quality of their circulation than for the mere numbers of copies printed. FARM JOURNAL of Philadelphia has all these distinguishing marks, and in addition Printers' Ink awarded it the Seventh Sugar Bowl after a canvassing of merits extending over six months as being the best agricultural paper in the United States.

FARM JOURNAL is the only paper of 22,000 published in the United States to receive all four of Printers' Ink's distinguishing marks.



Philadelphia, *The Press* (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1908, 95,549; the Sunday *Press*, 133,984.

Washington, *Reporter and Observer*, eve. and morn. dy. av., '08, 11,734 They cover the field.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,844. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

#### RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation 1908, 18,180—sworn.

Providence, *Daily Journal*. Average for 1908, 30,210 (©). Sunday, 25,861 (©). *Evening Bulletin*, 45,375 average 1908.

Westerly, *Daily Sun*, George H. Utter, publisher. Largest cir. south of Providence.

#### SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,888.

Columbia, *State*. Actual average for 1908, daily (©) 13,416 Sunday, (©) 14,130.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

#### TENNESSEE



Knoxville, *Journal and Tribune*. Week-day av. year ending Dec. 31, 1908, 15,885. Week-day av. November and December, 1908, 16,909.

Memphis, *Commercial Appeal*, daily, Sunday, 1908, average: Daily, 43,788; Sunday, 62,793. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1908, 31,486; for 1907, 36,306; for 1906, 36,554.

#### TEXAS

El Paso, *Herald*, Jan. av. 9,005. More than both other El Paso dailies. Verified by A. A.

#### VERMONT

Barre, *Times*, daily. F. E. Langley. Average for 1908, 4,775. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 2,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1908, 3,337 Only Montpelier paper examined by the A. A.

Rutland, *Herald*. Average, 1908, 4,566. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,132. Examined by A. A. A.

#### VIRGINIA

Danville, *The Bee*. Av. 1908, 3,066; April, 1909, 3,821. Largest circulation. Only evening paper.

#### WASHINGTON



Seattle, *The Seattle Times* (©) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Feb. '09, cir. of 59,436 daily, 82,762 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.



Seattle, *Post-Intelligencer* (©). Av. for Feb., 1908, net—Sunday, 29,646; Daily, 32,083; Weekday, 30,874. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service, greatest results always.

Tacoma, *Ledger*. Average 1908, daily, 18,732. Sunday, 25,729.

Tacoma, *News*. Average 1907, 16,825; Saturday, 17,810.

#### WEST VIRGINIA

Fairmont, *West Virginian*. Copies printed, 1907, 2,800. Largest circulation in Fairmont.

## WISCONSIN

**Janesville, Gazette.** Daily average, April, 1909, daily, 4,734; semi-weekly, 1,736.

**Madison, State Journal,** daily. Actual average for 1907, 8,086.

**Milwaukee, Evening Wisconsin,** daily. Average 1908, 26,962 (C). Carries largest amount of advertising of any paper in Milwaukee.



**Milwaukee, The Journal,** ev., ind daily. Daily average for 12 mos., 87,071; for April, 1909, 80,552; daily gain over April, 1908, 2,296. Over 50% of Milwaukee homes. Flat rate 7 cents per line.

**Oshkosh, Northwestern,** daily. Average for April, 1908, 9,348. Examined by A. A. A.

**Racine, Journal,** daily. Average for 1908, 4,350; December, 1908, 4,613.



### THE WISCONSIN AGRICULTURIST

**Racine, Wis.,** Established, 1877. Actual weekly average for year ended Dec. 31, 1908, 53,427. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

## WYOMING

**Cheyenne, Tribune.** Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,428.

## BRITISH COLUMBIA

**Vancouver, Province,** daily. Av. for 1908, 15,923; Apr., 1908, 15,826; Apr. 1909, 17,826; H. DeClerque, U. S. Repr., Chicago and New York.

## MANITOBA, CAN.

**Winnipeg, Free Press,** daily and weekly. Average for 1908, daily, 27,098; daily Apr., 1909, 40,378; weekly 1908, 27,420; Apr. 1909, 29,448.

**Winnipeg, Der Nordwesten.** Canada's German newspaper. Av. 1908, 17,645. Rates 56c. in.

**Winnipeg, Telegram,** dy. av. for 6 mos. to Apr. 30, '09, 26,448. Weekly, same period, 29,810.

## QUEBEC, CAN.

**Montreal, La Presse.** Actual average, 1908, daily 99,339, weekly 46,938.



**Montreal, The Daily Star and The Family Herald and Weekly Star** have nearly 200,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. cir. of the *Daily Star* for 1908, 66,566 copies daily; the *Weekly Star*, 129,663 copies each issue.

## The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

## COLORADO

**WANT** advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

**THE Denver Post** prints more paid Want Advertisements than all the newspapers in Colorado combined.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington. D. C. (C), carries double the number of Want Ads of any other paper. Rate 1c. a word.

## ILLINOIS

**THE Chicago Examiner** with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

**THE Daily News** is Chicago's Want Ad Directory.

## INDIANA

## THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

## RATE

All Classifications One Cent Per Word.  
Only Sunday Paper in Indianapolis.

## MAINE

**THE Evening Express** carries more Want Ads than all other Portland dailies combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in April, 1909, amounted to 228,382 lines; the number of individual ads published were 30,528. Eight cents per agate line if charged. Cash order one cent a word.



THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the oldest Minneapolis daily and has over 90,000 subscribers. It publishes over 140 columns of Want advertisements every week at full price (average of two pages a day); no free ads, price covers both morning and evening issues. Rate, 10 cents per line. paper 5¢ daily or Sunday.



THE St. Paul *Dispatch*, St. Paul, Minn., covers its held. Average for 1907, 68,671.

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,206 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

THE Newark, N. J. *Freie Zeitung* (daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 30,130. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 103,828—sworn to.) Carries more Want Ads than any newspaper in Montreal.

(Gold Mark Papers)

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed. Out of a total of over 22,000 publications in America, 132 are distinguished from all the others by the so-called gold marks.

ALABAMA

The Mobile *Register*. Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762.

GEORGIA

Atlanta *Constitution*. Now, as always, the Quality Medium of Georgia.

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

*Bakers' Helper*. Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

*Grain Dealers Journal*. Chicago, the grain trade's accepted medium for "Want" ads.

*The Island Printer*, Chicago. Actual average circulation for 1908, 15,300.

## KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

## MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,848 (☉☉); 7.44% increase daily over last year.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Commercial Bulletin* (☉☉). Reaches buyers of machinery for wool and cotton manufacturers. Est. 1869. Curtis Guild & Co., Pub.

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉), is the only Gold Mark French daily in the U. S.

## MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

*Pioneer Press* (☉☉). St. Paul. Largest circulation and best result-producer in the city.

## NEW YORK

*Army and Navy Journal*, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

*Engineering News* (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

*The Engineering Record* (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

*The Evening Post* (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

*Scientific American* (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater city sale than any other New York morning newspaper except one.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

*Vogue* (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

## OREGON

The *Oregonian*, (☉☉), established 1861. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1906, 95,349; The Sunday *Press*, 133,984.

THE PITTSBURG  
(☉☉) DISPATCH (☉☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home-delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## VIRGINIA

*Norfolk Landmark* (☉☉). Oldest and most influential paper in tidewater.

## WASHINGTON

The *Post Intelligencer* (☉☉). Seattle's most progressive paper. Oldest in State; clean, reliable, influential. All home circulation.

The Seattle *Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,556, flat rate.

The *Globe*, Toronto (☉☉), has done big things for others by way of returns.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

### ADVERTISING AGENCIES

**DARLOW ADVERTISING AGENCY,**  
Omaha, Neb. Newspapers and Magazines.

**ALBERT FRANK & CO.,** 25 Broad St., N.Y.  
General Advertising Agents. Established  
1872. Chicago, Boston, Philadelphia. Advertising  
of all kinds placed in every part of the world.

### ADVERTISING MEDIA

**THE Ladies' Home Journal**, is the greatest  
advertising medium in the world.

**THE Saturday Evening Post**—greater results  
at lower cost. The Curtis Pub. Co., Phila.

**THE BLACK DIAMOND** Chicago-New York-Pittsburg, for  
20 years the coal trades' leading  
journal. Write for rates.

**THE** circulation of the New York World,  
morning edition, exceeds that of any other  
morning newspaper in America by more than  
110,000 copies per day.

**THE** weekly Kansas City Journal carries more  
advertising than any other similar newspaper  
in the world. Covers the world's richest territory.  
Combination rate, Sunday and Weekly,  
48c. a line.

### AD WRITERS

**100 BRAIN POWER** at your service. Unique  
trade-marks and catch-lines originated.  
Breezy, business bringing advertisements designed  
and written. Sample Advertisement 50c.  
G. M. RITTELMEYER, Jackson, Miss.

### Advertising Team Ad Writer and Artist

Offer their services in spare time to any  
one in need of A-1 work and not willing to  
carry high-priced men on their payroll.  
Ad writing, booklets, catalogues, commercial  
art work of all kinds, supervision of  
press work, etc. Address "ORIGINALS,"  
care Printers' Ink.

### BUSINESS CHANCES

**GOT ANYTHING TO SELL?** ADVERTISE  
in the classified columns of FARM  
LIFE magazine and reach 750,000 farm folks in  
the rich central west, 30c. per line, cash with  
order. Minimum ad five lines. Maximum ad  
twenty lines. Forms close 25th of month preceding  
date of issue. Address "FARM LIFE," 1322  
Wabash Ave., Chicago, Ill., Desk E.

### Any Large Advertiser who would like to Control Own Agency

and place advertising at cost,  
can learn of exceptionally favorable  
opportunity for so doing,  
by addressing me. I have complete  
organization and equipment—an already established and  
paying business—and exceptional  
experience, personally, in handling  
all classes of high-grade publicity  
propositions. Principals  
only, write me. Address  
"AGENCY," care PRINTERS' INK.

### COIN CARRIERS

**\$3 PER 1,000.** Less for more; any printing,  
The COIN WRAPPER CO., Detroit, Mich.

### ENGRAVING

**HALFTONES** for the newspaper or the better  
class of printed matter. THE STANDARD  
ENG. CO., 560 7th Ave., New York.

**KITAB ENGRAVING CO. (Inc.),** 401 Lafayette  
St., New York, makers of half-tone,  
color, line plates. Prompt and careful service.  
Illustrating. TELEPHONE: 1664 SPRING.

**ARE** you looking for Engravers that will  
execute your work with artistic skill? Out  
of the ordinary work receives special attention.  
Write for Portfolio of specimens. BALTIMORE,  
MARYLAND, ENGRAVING CO., 28  
S. Charles Street.

### ELECTROTYPES

### Get Our Prices On Electros

We'll give you better plates, quicker service  
and save you expressage. Largest electrotyping  
plant in the world—capacity 90,000 column  
inches a day. Write for prices and sample of  
patent Holdfast interchangeable base.

**RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati, O.**

## FINANCIAL BOOKS

**"ART OF FINANCIERING,"**

Showing how business men may raise capital for business projects without recourse to brokers or promoters.

**Valuable Booklet Free.**

**BUSINESS AND FINANCE PUBL. CO.,**  
119 Nassau St., New York.

## FOR SALE

**Complete Printing Plant  
For Sale**

The printing plant of The Outing Publishing Company, located at Deposit, N. Y., will shortly be on sale. It has five monotype and three linotype machines, a complete book and job composing room, eleven Haccock and two job presses, electrotypes foundry and bindery. There is also a well equipped cloth bindery located in the town near the Outing plant. The Deposit Board of Trade can guarantee prospective purchasers nominal taxes, and electric light and water at cost, also other privileges, and solicits correspondence from responsible purchasers. Further particulars on application. Address, SECRETARY, Board of Trade, Deposit, N. Y.

## HELP WANTED

**DEPARTMENT STORE REQUIRES CAPABLE COPY WRITER** in its advertising office. One with knowledge of general merchandise preferred. "COPY," Box 91, Printers' Ink.

**AN** old established weekly, offers a position in its advertising department to an all round advertising man, who possesses a strong personality and is able to show a good record and produce results. Address "S. F." care Printers' Ink.

**FREE REGISTRATION** is offered for limited period to reporters requiring not over \$18 a week and Linotype Operators (4500 minims), not over \$22. Good positions open. Booklet sent free. FERNALD'S NEWS-PAPER MEN'S EXCHANGE, Springfield, Mass.

**Advertising  
Manager Wanted**

Man with experience in handling automobile advertising preferred. State experience, salary expected and give references. Address, "AUTO MANUFACTURER," care Printers' Ink.

## MISCELLANEOUS WANTS

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**I Can Teach YOU How to Write  
LETTERS THAT PULL**

If you are a clever business man you can go out and talk with a customer and land an order every time.

I can teach you to talk to 1,000 or 10,000 in the time it would take to land one order personally, and get 10 or 100 orders.

However busy you are, you are not too busy to make your business bigger, to study and understand that

business so you can climb to greater success. Let me study your business personally and privately with you, criticising your regular daily letters (carbon copies), and myself actually re-writing your important sales letters till you catch the knack of making them pull yourself.

I taught a young Japanese handling drawn work and other fancy goods so that he was able to get up entirely by himself a letter which brought 267 approval orders (a \$18 centerpiece) from 350 letters, of which only 38 were returned — \$3,435 worth of business from 350 letters — nearly \$10 for every letter mailed. Mr. H. Gard, selling postoffice fixtures averaging about \$100 a sale got \$7,698 from 117 inquiries where before on the same proposition he had never realized more than \$3,000.

**Very Latest Book—How to Do Business By Mail.** Send \$1 for my new book, superceding all others on the subject, with thousands of points on How to Do Business by Mail, Correct Business English, with over 100 model letters of all kinds, letters that Have Actually Pulled Business.

**Shorwin Cody, 1421 Security Bldg., Chicago**

## NOVELTIES

**STOREKEEPERS**, send \$1 for illustrated plan and detailed instructions for one of the most "pulling" show window attractions ever devised. Catches them all. Suitable for any line. Can be installed for \$2 and will give you more proven publicity than \$50 spent in ordinary advertising. If it doesn't you can have your dollar back. O. K. Novelty Co., Box 182, Chicago.

## PATENTS

**PATENTS that PROTECT**

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. B. & A. B. LACEY,** Washington, D. C. Established 1869.

## POSITIONS WANTED

**AD WRITER**—Ambitious young man, newspaper experience and school graduate. Desires wider practical experience. Glad to submit sample work. Address "B. H. H." Printers' Ink.

**ENERGETIC, EDUCATED YOUNG WOMAN, POWELL GRADUATE**, desires position as Copywriter or Advertising Assistant. Specimens submitted. "C. H." care of Printers' Ink.

**A** STRICTLY high grade Advertising Manager now employed, desires similar position on live Eastern daily. No city under \$50,000 considered. Would accept business management of smaller city daily. "N.T.," care Printers' Ink.

**Editor—Proofreader—** Educated, experienced printer seeks position to prepare copy, read proofs, make up pages and attend all details of publication, newspapers, books advertising periodicals. Address "Q.," care Printers' Ink.

**REAL** live man who knows and can talk advertising—successful solicitor—writes logical business copy that sells space and goods, too—seeks engagement where ability, energy and loyalty are considered valuable assets. Age 32—single. At present practically manager of class daily. Location immaterial—opportunity desired. Address RALPH ROSENFELT, 1215 Filbert Street, Philadelphia, Pa.

### Ad Expert

Capable advertising manager—organizer of successful campaigns—desires position where convincing, argumentative, reason-why copy, strong individuality and original, business pulling methods, will command a fair price. Newspaper, magazines and billboard advertising, talks for salesman, follow-up systems, etc. Special positions obtained at lowest rates. Spare-time work undertaken. "R. P.," 16 Christopher Street, New York City.

**A Man of 32 who has successfully** filled difficult, responsible positions, wants to change. Now Advertising and Sales Manager, large machinery factory—and daily increasing sales. Native ability is supplemented by extensive domestic and foreign travel. With him the success habit has become fixed. Fair salary and assured future essentials. While preferring mail order work, will be glad to consider any desirable proposition. Address "MICHIGAN," care of Printers' Ink.

### Better Position Wanted

With Agency, Publisher, Representative, or Advertiser. Knowledge of agency business, having been in this line nine years. First start with Rowell and Printers' Ink. Two years manager and solicitor of a Classified Agency. At present in charge of Order, Checking and Estimate Departments of a large Advertising Agency, besides attend to other work. Am a good inside man. Outside position in connection with inside one, will be acceptable. Age 25. Will start on short notice. "FUTURE," care Printers' Ink.

### I Want a Bigger Job!

I am now managing editor of the leading paper in a city of \$50,000.  
But I want a bigger job.  
Fifteen years experience on best daily papers in the country.  
Have never failed to make good so far.  
Know every branch of the business from beginning to end.  
Have a few ideas and executive ability enough to carry them out.  
What have you to offer?  
Address "M.," care Printers' Ink.

### PRESS CLIPPINGS

**MANHATTAN Press Clipping Bureau,** Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

### PRINTING

**YOU** share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOUTON PRESS,** drawer 98, Cuba, N. Y.

**GENERAL PRINTING,** catalogue and booklet work—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc., etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **THE WINTHROP PRESS,** 419 Lafayette St., New York.

### PUBLISHING BUSINESS OPPORTUNITIES

## A Fine Old Publishing Business

In a very important field can be bought for what it is worth.

GROSS BUSINESS, \$65,000.

ACCOUNTS RECEIVABLE, \$15,000.

Suitable net profit which can be increased by hustler.

PRICE, \$50,000.

TERMS to responsible buyer.

"CONFIDENTIAL,"  
Care PRINTERS' INK.

### TRADE-MARKS

**TRADE-MARKS** registered in U. S. Patent Office. Names of publications are registrable trade-marks under conditions. Booklet relating to trade-mark protection mailed on request. **HEELER & ROBB,** Trade-mark Lawyers, 111-112 McGill Bldg., Washington, D. C.

## Business Going Out

Frank Seaman, Inc., New York, is placing copy in the dailies of a few of the larger cities east of Chicago for Barton & Guestier Olive Oil, whose distributors in this country are E. La Montagne's Sons.

Albert Frank & Co., New York, are placing some financial copy in a few of the metropolitan dailies for Armour & Co., Chicago, Ill.

The Gardner Agency, St. Louis, is using 5,000 lines in the West for the "Carmelo" Cigar, made by the Erlick Company, of New York.

The Northern Pacific Railroad is using 5,000 lines in the West, business going through J. L. Stack, of Chicago.

The MacManus-Kelley Company, Toledo, O., has just closed a contract with the Thermo Electric Company for copy in women's publications of general circulation.

The Wyckoff Agency, of Buffalo, is sending out orders amounting to 5,000 lines to Western newspapers, to be used for Dr. Leonhardt.

The Stanley-Way Advertising Agency, New York, is sending out 15-line copy to women's publications for the Thrifty Appliance Company, New York, to advertise their double-deck cooker.

W. F. Hamblin & Co., New York, are sending out copy to newspapers for Johnson's Foot Soap, in cities where that concern has agents.

Frank Seaman, Inc., New York, has started a campaign for the Doolittle Rim Company, Ltd., of Toronto and New York, on their Doolittle Demountable Rim for automobiles. This consists of extensive trade work and campaign in the *Automobile* and other trade papers.

Seven thousand lines in the East is the space being used by E. T. Harvey for George's Tailor Parlors, of Philadelphia.

The MacManus-Kelley Company, Toledo, is placing page copy in women's publications for the hot water heater made by the Merrill Furnace & Supply Company, of Toledo.

The Lozier Motor Company is using good sized copy in New York dailies through Frank Seaman, Inc., of New York.

J. M. Lyon Company, jewelers, New York, is placing eight inches, twice a week, in New York state and New Jersey papers through the Stanley-Way Agency, of New York.

### BOSTON NOTES.

The Waban Webbing Company is doing a little experimental advertising in one or two general mediums to push the sale of its lawn tennis court markers. The business is going out direct.

Mr. Casson, of the Unitarian publications, is sending out small orders to the higher grade publications advertising a new Unitarian movement. One and two insertions are being given and the space averages an inch.

The Walton Agency is sending out renewals on the Haberstroh advertising. The preliminary campaign has been successful, but after one or more insertions the copy will be discontinued for a while.

The Lovett-Chandler Agency is sending out small orders to a few New England mediums on the advertising of the Gem Bug Killer. If this campaign proves successful larger copy will be forthcoming.

Wingate Blair, of the Beardsley Agency, has been very successful with the advertising of the J. B. Proctor Automobile Supply Company. Local papers are being used at present, but results have been so satisfactory that more New England mediums will be added to the list.

The O'Sullivan Rubber Company, Lowell, Mass., is using papers in the larger cities throughout the country. Large space is used exploiting O'Sullivan's Rubber Heels. The contracts are placed by the Boston office of the J. Walter Thompson Company.

Orders are going out from the Walter Baker Company to the list of monthly magazines used by them. The newspaper list will be made up in the course of a few months. All this advertising is placed direct by J. M. Bugbee, advertising manager.

The Boston office of N. W. Ayer & Son is handling an appropriation for the advertising of the New England Conservatory of Music. Contracts are going to leading publications from the home office of this agency.

An appropriation has been made for the advertising of the Londonderry Lithia Water Company, Nashua, N. H. A few June magazines started their copy and other publications will be added to the list later. This account is handled by N. W. Ayer & Son.

The advertising of Dr. John W. Grady, Lowell, Mass., was stopped June 1st in all the newspapers in which it has been running. Copy will start up again in the fall.

Hermon W. Stevens, Globe Building, is sending out orders to New England dailies for the advertising of Cuckoo Rye Whiskey.

Some additional advertising covering the month of June is being done by the Magee Furnace Company through H. E. Ayres & Co., 164 Federal street. This agency is also making up a list of dailies for the advertising of Frank Jones Brewing Company and are considering a list of papers in no-license towns for S. F. Potts & Co. They have been placing the advertising of George P. Ide & Co., Troy, N. Y., in newspapers throughout the country. They are now figuring on a list of general magazines for this same account.

Contracts for the mail order liquor advertising of H. W. Huguley & Co. are going out to daily newspapers through the Lovett-Chandler Co., 6 Beacon street. The copy measures six inches and runs twice a week for six months.

Wood, Putnam & Wood are making up a list of magazines for the United Drug Company advertising Rexall Hair Tonic. The appropriation is considerably larger than last year and more publications will be used.

#### PHILADELPHIA NOTES.

The Herbert M. Morris Agency is asking 5,000-line rates in local New Jersey papers.

Copy for the Lester Piano Company, of Lester, Pa., advertising Lester Pianos and Lester Concealed-Player Pianos for Pennsylvania and New Jersey papers is going out from the W. C. Reinhold Advertising Agency, McCall Bldg., Philadelphia.

The Italian Importing Company, of Philadelphia, is placing business in Pennsylvania and New Jersey papers.

Powers & Armstrong are sending out two-inch size copy for Forrest & Co., brokers, of Philadelphia, to newspapers of that vicinity.

N. W. Ayer & Son are adding some new papers to the list for LaFrance Manufacturing Company, of Philadelphia.

Copy for the Bank of North America, the oldest bank in America, is going to Philadelphia papers for the month of June. This bank was chartered by the Continental Congress in 1781, and is one of the few national banks to advertise every day in the year. The copy is changed daily and contains short, crisp matter on banking. It is handled and prepared by the W. C. Reinhold Advertising Agency.

Full page copy is going out to fashion papers from the Ireland Agency for Cook's Linoleum, of Trenton, N. J.

Three hundred-line newspaper copy is appearing in Philadelphia papers from the hands of the Ireland Agency, advertising Choconel, manufactured by the National Food Company, of Niagara Falls.

Half pages are being sent out to magazines of general circulation advertising H. O. Wilbur's Cocoa, from the St. Clair-Edwards Agency, of this city, and quarter page and half page copy for the Freden Sales Agency, of Chicago, to a few magazines.

The St. Clair-Edwards Agency is putting out 50-line copy for the Pioneer Suspender Company, of Philadelphia, in metropolitan dailies.

The St. Clair-Edward Agency is doubling most of its magazine copy, using full pages instead of part of pages for the summer trade on their various lines of advertisers.

#### ST. LOUIS-KANSAS CITY NOTES.

The Meyer-Bannerman Saddlery Company, St. Louis, Mo., is putting out orders through the St. Louis office of H. W. Kastor & Sons, advertising saddlery, harness, etc., by mail. Small copy is being used in a large list of dailies in the South and Southwest.

The Loose-Wiles Biscuit Company is placing through Lord & Thomas, Chicago, quarter-page copy in high-grade magazines.

Renewal orders are going out through the Kansas City office of H. W. Kastor & Sons for the Mesa Land & Trust Company, same city. Thirty-line display in agricultural papers and 200 lines in Sunday editions of dailies in the Central West are being used.

The St. Louis branch of the Times Square Automobile Company is putting out orders through the Classified Ad Company, Security Bldg., St. Louis, advertising new and used automobiles. Fifty lines classified in the Sunday editions of dailies, and smaller copy in weeklies of dailies in the Central West are being used.

H. W. Kastor & Sons' St. Louis office is putting out orders for Dr. Nelson, Chicago, in a list of daily and weekly newspapers in Dakota for a medical proposition. Twelve-inch display copy is being used.

T. M. Sayman, St. Louis, Mo., is using the classified columns of a large list of daily newspapers and mail order publications advertising for agents. Orders are going out through the Classified Ad Company, St. Louis.



The Stafford-Miller Company, St. Louis, is using additional daily newspapers in the West for "Carmen" Powder. Orders for large display space are going out through Lord & Thomas, Chicago.

The J. W. Jenkins Music Company, Kansas City, is conducting a campaign in Pacific Coast dailies advertising sheet music published by it. Orders for 150-line display copy are going out through the Kansas City office of H. W. Kastor & Sons.

The Acme Filter Company, St. Louis, is using the classified columns of a big list of Sunday newspapers, advertising for agents. The business is being handled by the Classified Ad Company, St. Louis.

H. W. Kastor & Sons' St. Louis office is putting out one-half and one-quarter page display copy on an experimental campaign in the *Woman's National Daily* for the W. H. Bull Medical Company. The campaign will be extended later.

The St. Louis office of the Chas. H. Fuller Agency is placing orders in farm papers published in the Southwest for the Balnke & Hauk Supply Co., St. Louis, advertising beekeepers' supplies. Thirty-line display copy is being used.

Renewal orders for Dr. Chamlee & Co., St. Louis, are being sent out to mail order papers and weeklies of dailies by the St. Louis office of H. W. Kastor & Sons.

The Common Sense Sales Company, St. Louis, is using the classified columns of a list of Sunday newspapers advertising for agents. The Classified Ad Company, St. Louis, is placing the business.

The Merchants & Manufacturers Association of Springfield, Ill., held a meeting last week at which it was decided to exploit the advantages of Springfield as a desirable place for manufacturing plants. An advertising fund was raised and contract awarded to S. W. Bolles, of the Chas. H. Fuller Agency, to prepare plans and copy for an immediate campaign.

#### CHICAGO NOTES.

Lord & Thomas, Chicago, are placing 10,000 lines in the West for the St. Louis Dairy Company.

The D. D. D. Company is sending out contracts for 10,000 lines to be used in two years, through the Gundlach agency, of Chicago.

Lord & Thomas, Chicago, are sending out orders and copy amounting to 14,000 lines to newspapers in the Southwest, for the Van Camp Packing Company, of Indianapolis, Ind.

H. M. Thurber, well known in the advertising business as the Eastern manager of the *Currier* publications, with which he has been connected for the past three years, has resigned his position to accept one with Vickery & Hill. Mr. Thurber will assist C. D. Colman in covering the Eastern territory.

The Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, has secured the appropriation of Woolf's, Inc., Twelfth, Ogden and Oakley avenues. An extensive list of magazines and farm papers will be used to advertise clothing on credit by mail.

The Ben Leven-Nichols Advertising Company is conducting an extensive campaign in metropolitan papers against the proposed reduction of the tariff on hosiery and gloves. The campaign is in behalf of the National Association of Hosiery & Underwear Manufacturers of America, who are the representatives of over 250 American mills.

The Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, is placing full page advertisements in a selected list of city newspapers advertising Old James E. Pepper Whiskey.

Another extensive campaign for the Jacksonville Heights Improvement will shortly be inaugurated by the Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago. Large space will be used in a number of dailies.

The fall list for H. M. Lindenthal & Sons, "The L System" Clothes, is now being made up by the Ben Leven-Nichols Advertising Company, Chicago. High-grade weeklies only will be used for the present.

The Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, will shortly begin a campaign for The Eli Pfaelzer Packing Company, Chicago. Newspapers will be used extensively.

The Ben Leven-Nichols Advertising Company, 85 Dearborn street, Chicago, will place an extensive campaign in newspapers for The Cooke Brewing Company, same city.

H. W. Walker has resigned as advertising manager of the *Technical World* and taken the advertising direction of the Radford publications, *American Carpenter and Builder*, *Cement World* and *Dealers Building Material Record*, located in Medinah Temple, Chicago. Mr. Walker takes with him into the trade paper field a comprehensive knowledge of general advertising which will unquestionably bear fruit in the pages of his publications.

J. K. Adams, formerly of *Scientific American*, has been appointed Eastern representative of the Radford publications in place of Mr. Walker, with headquarters at 178 Fulton street, New York.

It is only necessary  
to use the

## St. Joseph's Blatt

to cover the **entire  
German field** in the  
West and particularly  
on the Pacific Coast.  
Proven circulation  
**26,000** copies weekly.

**RALPH C. CLYDE**  
*Advertising Manager*  
603 GOODNOUGH BUILDING  
PORTLAND, OREGON

## Advertise to the Catholic Germans

There are no more thrifty, no  
more prosperous people in the  
country.

The only way to reach them  
in the paper the best of them  
read "religiously," is to adver-  
tise in

### DER HEROLD DAS GLAUBENS

St. Louis alone has *twenty-two*  
German Catholic churches, at-  
tended by over 10,000 families.  
Der Herold Das Glaubens is the  
oldest German Catholic weekly  
published, and its circulation has  
steadily advanced since 1850. It  
has now 36,300 actual circulation  
throughout the country. No  
fraudulent ads accepted. *Your  
ads ought to be in it.*

GERMAN PRINTING AND  
PUBLISHING ASSOCIATION

Temple Building  
St. Louis Missouri

# The Messenger of the Sacred Heart

Guaranteed Circulation **103,000** Copies a Month

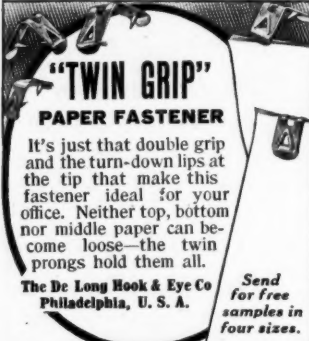
The medium to reach the institutions under the con-  
trol of the Catholic Church in the United States, Con-  
vents, Churches, Parochial residences and Schools.  
Apart from the above it is extensively circulated among  
Catholic families, and is read by thousands of women,  
the buyers of the needs for the household.

Advertising rates: 1 in. one time, \$7.00; 1/4 page, \$12.50;  
1/4 page, \$25.00; 1/2 page, \$50.00; 1 page, \$100.00. Dis-  
count, 10% six months, 20% one year.

*Forms close five weeks previous to date of issue.*

Publication Office, 801 and 803 W. 181st STREET, NEW YORK

Telephone: 537 Audubon.



**"TWIN GRIP"**  
**PAPER FASTENER**

It's just that double grip and the turn-down lips at the tip that make this fastener ideal for your office. Neither top, bottom nor middle paper can become loose—the twin prongs hold them all.

The De Long Hook & Eye Co  
Philadelphia, U. S. A.

*Send for free samples in four sizes.*

### 600 TRAINS DAILY PASS 250 BILLBOARDS

COVERING a radius of 125 miles on all rail-ways out of Pittsburgh. This is an almost new field for outdoor advertising and will be productive of splendid results. Every suburban town, village hamlet and country crossroads commanded. Each board 8x32 feet costs \$30 a year, painted free. LLOYD CURTISS, Willmar Bldg., Craig and Forbes Sts., Pittsburgh, Pa.

Meet Publishers  
and Advertisers  
in New York

Scarcely a day when there is not a dozen or so lunching at the Grand Hotel at 31st street, and Broadway.

# Remington



THE name which distinguishes the BEST Typewriter—the name which means Typewriter.

The name which stands for the latest and greatest development in writing machines.

SEE THE NEW MODELS 10 and 11

**Remington Typewriter Company**

(Incorporated)

New York and Everywhere

## **American Publishers and Advertising Agents Seeking to Reach English Advertisers Are Offered an Exceptional Opportunity Through Printers' Ink—English Edition**

The English Edition, issued simultaneously with the American Edition, is edited by Mr. Thomas Russell and published by Messrs. S. H. Benson, Ltd., who are known as the foremost professional advertisers of Great Britain.

Nearly every prominent English advertiser and publisher is a subscriber to the English Edition. There is no better or more economical manner for the American publisher to reach the English advertiser than through Printers' Ink.

Advertisers in the American Printers' Ink enjoy a very low combination rate with the English Edition.

Rate cards, sample copies, etc., on request from either office.

### **PRINTERS' INK**

12 West 31st St.,  
New York

Kingway Hall  
London, W. C.

SAN ANTONIO, TEXAS

## The **LIGHT** and **GAZETTE**

Sworn Average  
Daily Circulation **13,400**

Average circulation increase 119 a week

### =====THE ONLY=====

## Evening Paper in the Biggest City in Texas

### =====

¶ More than 10,000 white homes in San Antonio receive the *Light and Gazette* each night by carrier. The only newspaper that satisfactorily covers the City. You cannot hope to make a showing in San Antonio without the *Light and Gazette*.

¶ Used by *all* the local business houses of worth and most of the foreign advertisers who *understand*.

¶ *The Paper* that works for and with the advertiser and produces tangible results.

¶ *The Paper* with a territory all its own.

THE S. C. BECKWITH SPECIAL AGENCY

*Sole Foreign Representatives*

NEW YORK—TRIBUNE BUILDING—CHICAGO